

Centre for Aerospace & Defence Laws (CADL)
DIRECTORATE OF DISTANCE EDUCATION
NALSAR UNIVERSITY OF LAW, HYDERABAD

M.A. (AVIATION LAW & AIR TRANSPORT MANAGEMENT)

Academic Year: 2022-2023

Third Semester - End Semester Examination (January, 2023)

Paper IV – 2.3.10. Aviation Marketing

Duration of the Examination: 2 ½ hours

Total Marks : 70 marks

INSTRUCTIONS TO CANDIDATES

- a) Read the instructions carefully and adhere to the same.
 - b) Please mention your DDE ID No., date of the exam, name of the programme & subject on the Answer Sheet and the Additional Answer Sheets, if any.
 - c) The questions to be interpreted as given and no clarification can be sought from the Invigilator.
 - d) Clearly indicate the question numbers while answering them. Answers without question numbers / wrong question numbers will not be evaluated.
 - e) Write the answers clearly and neatly. Answers in illegible handwriting will not be taken into consideration.
 - f) Candidates are prohibited to carry phones or any other electronic devices, books, material etc. in the Examination Hall.
 - g) Copying is strictly prohibited and is considered as a serious academic misconduct and the University will take action as it deems fit.
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Section – A

Answer FIVE questions out of SEVEN questions and each question carries 10 marks.
(5 x 10 marks = 50 marks)

1. ***Marketing*** is so basic that it cannot be considered as separate function. It is the whole business seen from the point of view of its final result, that is, from the ***customer's point of view***. Do you agree with this point of view as propounded by Peter Ducker? Give reasons in support of your answer. Critically examine the emerging trends in the global airline markets in view of the opinion stated above.

2. *In the commercial aviation sector, every player in the value chain, turns a tidy profit. Yet it's one of the enduring ironies of the industry that the companies that actually move passengers from one place to another, the most crucial link in the chain, struggle to break even.* In the light of the given statement, analyze the role of the important stakeholders in the Aviation Value Chain. In this same vein examine the challenges faced by these stakeholders in the process of marketing their products.
3. What do you understand by Code Sharing Agreements? Explain the various modes in which a Code Sharing Agreement can be operationalized. Critically examine the advantages and disadvantages of a Code Sharing Agreement. Differentiate a Code-Sharing Agreement from an Inter-Airline Agreement.
4. *'The services offered by the airlines, though intangible in its form, is an extremely crucial segment and an indication of the airline product branding and marketing.'* Do you agree with this statement? Give reasons. In the light of the given statement, critically examine the airline services and its role in effective airline branding and marketing.
5. What do you understand by the term '*Marketing Mix*'? Elaborate the various variables classified under the notion of Marketing Mix which together must satisfy the needs of the organisation's target market and achieving the marketing objectives simultaneously. Apply and analyse these elements of Marketing Mix in the aviation sector with the help of illustrations and examples.
6. What do you understand by aeronautical and non-aeronautical revenues? Critically discuss the sources of aeronautical and non-aeronautical revenues. Discuss the positive and negative impact of recent developments in aviation marketing strategies on the aeronautical and non-aeronautical expenditure and revenue.
7. "Technology has a greater impact on the Aviation Sector, thereby expanding the scope of aviation marketing by involving various digital marketing strategies." In the light of the above statement, explain the recent aviation marketing trends and strategies.

Section – B

Answer FOUR questions out of SIX questions and each question carries 05 marks. (4 x 5 marks = 20 marks)

- A.** Integrated Business Combinations and Aviation Marketing
- B.** Product Innovation and e-marketing
- C.** Media Relations, Advertisement and Aviation Marketing
- D.** Use of Social Media in Aviation Marketing
- E.** Distribution of Aviation Products and Services and Marketing Intermediaries
- F.** Airport Airline Relationship