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Reg. No.

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VI Semester B.B.A. Degree Examination, August/September - 2023

AVIATION MANAGEMENT

Marketing Management

(CBCS Scheme Freshers + Repeaters 2019-20)

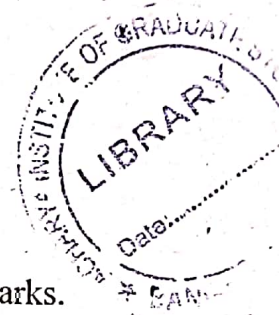
Time : 3 Hours

Maximum Marks : 70

**Instructions to Candidates:**

Answers to be written in English only.

## SECTION - A

1. Answer any **FIVE** questions. Each question carries **2** marks.

(5×2=10)

- Give the components of marketing mix in Aviation.
- What is an apparent need?
- Define marketing Environment.
- What is relationship marketing?
- State the meaning of Brand.
- What do you understand by value chain?
- Define Logistics.

## SECTION - B

Answer any **THREE** questions. Each question carries **6** marks.

(3×6=18)

- Explain PLC with an example of an airline.
- Briefly explain uniform and differential Pricing.
- Write a note on market positioning.
- Brief out the impact of logistics on Aviation industry.

[P.T.O.]





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SECTION - C

Answer any **THREE** questions. Each question carries 14 marks.

(3×14=42)

6. Discuss the components of PESTE model in the context of an airline.
  7. Explain brand building process in detail.
  8. Discuss application of Porter's five forces model in Airline industry.
  9. Describe the significance of marketing communication in Aviation.
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