



AAM (2019-22 BATCH)

ANDHRA LOYOLA COLLEGE (AUTONOMOUS):: VIJAYAWADA-520008
DEPARTMENT OF BBA AVIATION MANAGEMENT
MODEL PAPER
SPECIMEN COPY

Max Marks: 100M

TIME: 2HRS
PASS MARKS::40M

Answer any five of the following questions

5x20=100M

- 1) Explain about the Marketing environment in airlines?
- 2) What are the points to be observed in buying decision process?
- 3) Define the steps of target marketing, market segmentation and market positioning?
- 4) Describe the roles of product and service branding, packaging, labeling, and product support services they use in domestic airports?
- 5) Discuss about the Pricing methods in airline industry?
- 6) What kind of choices should be observed in Choice of distribution channel?
- 7) Illustrate about the advertising what kind of tactics they use to play in airport?
- 8) Discuss about the personal selling and sales promotion elements in airline promotion?
- 9) Explain about the airport marketing controlled techniques in the organization?
- 10) Clearly explain about the Green marketing in the society and what are the measures should be taken?