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**MASTER OF BUSINESS ADMINISTRATION
(AVIATION BUSINESS MANAGEMENT)
MBAAVBM**

Term-End Examination

December, 2010

**MAV-004 : AIRPORT SUPPORT SERVICES AND
FACILITIES**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

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1. What is market segmentation ? Briefly discuss 20
various types of market segmentation.

 2. (a) Briefly explain the various 'In-flight' services 10
offered by airlines as part of their marketing
strategy.
(b) List the factors that are important in building 10
brand value ? Briefly explain each of them.

 3. What are the key objectives of airport marketing ? 20
Discuss in brief the role and scope of airport
marketing.

4. Write short notes on the following :
- (a) Product distribution. **10**
 - (b) Different stages of Industry life cycle. **10**
5. Discuss Porter's 5 Forces analysis in relation with Airline Industry. How do you write a 'Good' Porter's 5 Forces analysis ? Discuss its limitations. **20**
6. (a) Discuss the benefits and disadvantages of Airlines Alliances. **10**
- (b) What are the different types of business customers ? Explain each of them in brief. **10**
7. SWOT and PESTE are the tools used in the analysis of business and environmental factors of any Industry. Briefly explain PESTE and SWOT analysis as basic tools. Also PESTE analysis Aviation Industry in India. **20**
8. (a) Briefly discuss the features of 'Good' airline advertising. **10**
- (b) What is the difference between aeronautical revenue and non-aeronautical revenues ? Discuss any four aeronautical revenues and any four non-aeronautical revenues. **10**