

008805 MASTER OF BUSINESS ADMINISTRATION
(AVIATION BUSINESS MANAGEMENT)
(MBAAVBM)

Term-End Examination

June, 2012

MAV-004 : AIRPORT SUPPORT SERVICES AND
FACILITIES

Time : 3 hours

Maximum Marks : 100

- Note :** (i) There are *two* sections A and B.
(ii) Attempt *any three* questions from Section - A All questions carry **20** Marks each.
(iii) Section -B is 40 Marks answer *any one* from two

SECTION-A

1. Define Brand Management. What factors are important in Building Brand value ? 20
2. Explain the onground services imparted to a passengers by an Airline Company ? 20
3. Define Airport Stake Holder ; List and explain the ten principles of Stake Holders responsibility ? 20
4. Apply Porter's 5 Forces analysis in Airline industry. 20

5. Write short notes on *any three* of the following : 20

- (a) Airport Alliance
- (b) Commercial airport philosophy
- (c) Differentiation strategy
- (d) Pricing
- (e) Product life cycle

SECTION-B

6. What are the products / services provided in an Airline industry ? Explain each of its characteristics features. 40

OR

Explain Brand management. Systematically explain the steps you would take to penetrate the brand of an Airline into various market segments as a marketing officer.
