

00265

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

**Term-End Examination  
June, 2011**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Michael Porter has described a category scheme consisting of three general types of strategies that are commonly used by business to achieve and maintain competitive advantage. Discuss Porter's Generic strategies in detail. 20
  
2. (a) Briefly discuss Airlines key service decision criteria. 10
  
- (b) Who is an Airport Stakeholder ? List various airport stakeholders and discuss the ten principles for company stakeholder responsibility. 10

3. Discuss Pricing and Pricing Strategies. What are the 9 laws or factors that influence buyers price sensitivity with respect to a purchase ? 20
4. (a) What is Airport marketing ? What are the key objectives of Airport marketing ? Why do airports need to engage in air services marketing ? 10
- (b) Market segmentation studies tend to be large and complicated, so it is easy for errors and mistakes. Discuss five common mistakes in airline marketing strategies. 10
5. Briefly explain communication or promotion mix. Discuss the basic elements of marketing communication mix. What are the points to be remembered while setting the promotion mix ? 20
6. (a) What is SWOT analysis ? Briefly SWOT analysis Aviation Industry in India. 10
- (b) Discuss Porter's Six Forces model and its relationship to the standard 5 forces model. 10
7. Airline alliances have greatly changed the way we travel. Elucidate the statement and discuss in detail the benefits, disadvantages, issues and code sharing in alliances. 20

8. (a) Briefly explain the various 'On-ground' services offered by airlines as part of their marketing strategy. 10
- (b) Explain AIDA model with regard to brand strategies. Give example. 10
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