



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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END SEMESTER EXAMINATION –NOV/DEC 2025

BUSINESS ADMINISTRATION– III SEMESTER BBA

AVIATION MANAGEMENT

25BBA36B – AIRLINE MARKETING

Time: 3 Hours

Max. Marks: 80

Instruction: *Answer should be written completely in English*

SECTION - A

1. Answer any **SEVEN** questions. Each question carries **TWO** marks. (7X2=14)
- Define deregulation.
 - Discuss how airline adapt to political and legal changes?
 - What is yield management?
 - List any two types of fares offered by airlines.
 - Mention any two services provided during in-flight operations.
 - Define airport services in airline marketing.
 - What is the main objective of brand building?
 - Define advertisement.
 - List the components of airline pricing policy.
 - Mention any two principles of pricing in airlines.

SECTION - B

- Answer any **THREE** questions. Each question carries **EIGHT** marks. (3X8=24)
- Explain how political factors affect airline pricing and promotion.
 - Explain the components of airline product design and their impact on customer perception.
 - Describe the importance of balancing risk and opportunities in product portfolio management.
 - Discuss the role of advertisement and sales promotion in airline marketing.
 - Explain how revenue management systems contribute to profitability.

SECTION – C

- Answer any **THREE** questions. Each question carries **FOURTEEN** marks. (3X14=42)
- Assess how sustainability and green marketing can enhance airline brand value.
 - Assess how digital channels have transformed airline sales and customer experience.
 - Propose innovations in in-flight services to enhance the customer experience.
 - Evaluate the effectiveness of integrated marketing communications in airline branding.
 - Evaluate the advantages and disadvantages of differential pricing for airlines.

