

00813

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

**Term-End Examination  
December, 2011**

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

*Time : 3 hours*

*Maximum Marks : 100*

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- 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 carries 40 marks. Answer any one.*
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**SECTION-A**

1. Explain Airport Marketing and its relevance. 20  
What are the objectives attained through airport marketing ?
  
2. Explain the means of generating revenue in an 20  
airport business.
  
3. What is your understanding on market 20  
segmentation, correlate it to airline marketing ?

4. List and explain the inflight services provided in the airline industry. 20
5. Write short notes on *any three* of the following : 20
- (a) Low Cost Airports
  - (b) Air Ambulance
  - (c) Market Research Techniques
  - (d) Code Share
  - (e) AIDA Model

## SECTION-B

6. Explain the concept of "Airline alliances." List out its merits and demerits with respect to airlines and travelling community. 40

OR

What are the tools/methodologies used for analysing marketing environment in an aviation industry ?

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