

Roll No: -----

**UNIVERSITY OF PETROLEUM  
AND ENERGY STUDIES**



**End Semester Examination – April, 2017**

**Program/course: BBA (AVO)**

**Subject: Aviation Marketing**

**Code : BDSA 121**

**No. of page/s:3**

**Semester – VI**

**Max. Marks : 100**

**Duration : 3 Hrs**

**Section A (4 marks each)**

**Select True or False**

1. Even a scheduled airline needs approval from appropriate authorities before introducing a new flight. **True / False**
2. When an air consignment is of small dimensions, volumetric weight is the obvious choice for determining the charges. **True / False**
3. Full Service Carriers have ceased using travel agents for selling tickets. **True / False**
4. Airlines practice predatory pricing to eliminate competition. **True / False**
5. Interline transportation is possible for passengers as well as cargo. **True / False**

**Section B (5 marks each)**

**Write short notes on the following :**

1. Primary and secondary catchment areas of airports
2. Future relevance of travel agents in airline product distribution
3. Concept of peak and off-peak hours
4. Quantity or Bulk Rates for cargo carriage

**Section C** (10 marks each)

5. What are the types of flight routings and connectivity patterns you would expect to find in an airline schedule ? Illustrate with examples and discuss the advantages of each.
6. Analyse, giving reasons, the various pricing strategies which can be utilized by a low cost airline.
7. Describe the elements of non-aeronautical revenue (of airports) and how airports can gain from focusing on this source of revenue.

**Section D** (30 marks)

8. **Case Study**

**WestJet** (an airline based in Canada)

Up until the advent of e-commerce, the intermediary of the commercial air travel sector was the brick-and-mortar travel agency. Today, of course, that space is reliant on e-tailers led by Expedia, Travelocity, and more recently unique blind auction sites such as Hotwire, in North America. “These services are partners for WestJet,” states Manoj Jasra, WestJet’s digital director, “but my mandate is to gain as much **channel share** as possible, which means making the guest online experience as positive as possible.”

In 2013, WestJet invested \$40 million into a system upgrade to assist Jasra and his team. “We replaced our Internet booking engine with a system that allowed us greater merchandising capabilities . . . things like cross-selling flights with cars, having a shopping cart, and a better booking management system for customers who may want or need to change their flights.” These and other features allowed WestJet to compete with substitutes like Expedia and rivals like Air Canada. That said, an online guest experience is predicated first upon guests visiting a site. Jasra explains the two key components toward driving that traffic. “Analytics measure everything about the number and nature of visits to our website: where they came from, how long they stayed, where did they drop off, and so on. Optimization attempts to maximize traffic to our website by knowing where people search and what they search with.”

If technology built the perfect beast known as the Internet, then it is also responsible for the tools used to slay the dragon. “We know that 25% of our customers begin their search on Google, so it is easy to ensure that we show up number one in Google searches using the word ‘WestJet.’ It

becomes more challenging, although not impossible, to earn a high ranking on searches like ‘cheap flights to Las Vegas.’”

The user’s online expectation continues to change, however, and every company relying on online shopping has found themselves painted into a corner where everything that was once done on a 21-inch screen must now be doable on a smartphone device. Admitting that WestJet was late in launching an app, Jasra says overcoming that issue is made more challenging by today’s customer expectations. “If you’re late to the party, you better come up with something really strong. What is that set of functionality features which will really resonate with our guests? My vision is one which encompasses the different parts of a guest’s journey. So what if you can book a flight—our app needs to do more.”

### **Question**

**What does Manoj Jasra mean by “channel share” and why is it important to increase channel share? Are intermediaries like Expedia a necessary evil for airlines? Analyse and explain.**