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| **Name:**<br><br>**Enrolment No:** | |

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**
**End Semester Examination, May 2020**

**Course: Aviation Marketing Management** **Semester: VI**
**Program: BBA(AVO)** **Time: 03 Hours**
**Course code: TRAV3003** **Max. Marks: 100**
**Instructions:**

**SECTION A**

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| I | **Answer All the questions:** | | |
| | 1.. **RACE is a practical framework to help marketers manage and improve the commercial value gained from digital marketing. The term stands for Reach, Act, C, Engage. What does 'C' refer to?**<br><br>a. None of the below<br>b. Consolidate<br>c. Collaborate<br>d. Convert<br>e. Collect | **5** | **CO4** |
| | 2. Key Drivers of airline business objectives are?<br>-----------------------, Network,-------------------, Load factor, Unit cost and Yeild | **5** | **CO2** |
| | 3 Network and Fleet together determines the cost of Operations,<br>a. True<br>b. False | **5** | **CO3** |
| | 4. The Airline Network defines the Fleet size and --------------?<br>a. Fleet schedule<br>b. Fleet Mix<br>c. Range<br>d. none of these. | **5** | **CO4** |
| | 5. To build a strong Technology system in Airline business, the enterprise should have -------------------------- and Product Management. | **5** | **CO3** |
| | 6. Product Portfolio analysis helps in generating better Product modification Innovation?<br>a. True<br>b. False | **5** | **C03** |

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| **SECTION-C** | | | |
| | **Answer the below mentioned Question (Answer any three)** | | |
| | **1.** Explain  the State “Price Equilibrium” in an Airline Pricing ? | **10** | **CO2** |
| | 2. What do you understand by Multichannel Marketing give few examples? | **10** | **CO4** |
| | 3. Do airline apply Market Segmentation when Pricing? Do they further apply Pricing Strategies? | **10** | **CO2** |
| | 4. Choose one service Provider and reconstruct the dialogue you have conducted within the organization, How could the content of this dialogue be improved so that you would become more loyal to this service Provider.? | **10** | **CO1** |
| | 5. . Define Revenue Management, and with examples explain the core concepts of revenue management approaches in Airline business? | **10** | **CO3** |
| **SECTION-c** | | | |
| Q | Answer All the questions | | |
| | *BRANDING STRATEGY AND MARKET SHARE: A CASE STUDY OF JET AIRWAYS*<br><br>**Introduction**<br><br>Branding strategy has far-reaching influence because it builds the vision and strategy for meeting the needs and desires of customers (Urde, 1999). Right, business strategies of a company are developed on a well-designed branding strategy (Davis, 2000). This makes it an imperative for companies to concentrate on branding strategy design so that they remain competitive. This article will provide a brief overview of the impact of branding strategy onto the market share of Jet Airways, an important player in Indian aviation industry, using a qualitative approach. Indian aviation industry is under persistent trouble (Shanker & Deshmukh, 2009). These troubles are a lack of basic infrastructure, shortage of skill workers and professionals, stiff competition, and rising fuel cost (Kanthe, 2012). In the past decade for certain airlines, this trouble was so much that they completely vanished from the scene. The trouble of Indian aviation industry also influenced the Jet Airways. Therefore, Jet Airline continuously observed the diminishing market share after the year 2006. The factors that shrink the market share of Jet Airways and their relationship to branding strategy are the objective of this study. The present research requires the in-depth understanding of their business decisions and its consequences. The historical overview of Jet Airways will be indispensable in this regard.<br><br>Jet Airways: | | |

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| | Jet Airways is one of the major players in the Indian aviation industry. The head office of the airline is in Mumbai. It operates over 3000 flights daily to 74 worldwide destinations. Jet Airways started its operation as air carrier on 5th May 1993. In January 1994, a change in the Indian law enabled Jet Airways to apply for scheduled airline status. Henceforth, Jet was to compete with state-owned Indian Airlines having a monopoly since 1953 in Indian domestic air travel. After that, the first international operations of Jet began from Chennai to Colombo in March 2004. On 12 April 2007, Jet Airways bought Air Sahara for INR14.5 billion (US$340 million) and Air Sahara was renamed as JetLite. Jet positioned JetLite as intermediate service airline. In August 2008, due to the practical difficulty Jet announced its plans to integrate completely JetLite into Jet Airways (Roy, 2008). Furthermore, due to increasing operational challenges Jet Airways and till now their rival Kingfisher Airlines announced an alliance that includes an agreement on following for mutual benefits ("Press Releases," 2008).<br><br>1. Code-sharing on both domestic and international flights<br>2. Joint fuel management to reduce expenses<br>3. Common ground handling<br>4. Joint utilization of crew and<br>5. Sharing of similar frequent flier programs with other airlines.<br><br>Due to fierce completion from low-cost carriers on 8th May 2009, Jet Airways launched its low-cost brand, Jet Konnect. Now onwards Jet was operating in two m<br><br>In this study, the three main constructs relevant to Jet Airways, branding strategy (BS), operation management (OM), and market share (MA) are analyzed. The analysis is based on the qualitative data available in public domain to understand the variations and interdependence of these constructs.Apart from, operation management, other organization side factors decisive to market share are knowledge and development, production, marketing, and distribution (Casson, 1987). Out of these marketing is most pertinent under certain conditions (Gummesson, 2002). These conditions are:<br><br>• Service is ongoing or has periodic desire<br>• The customer controls selection of the service provider,<br>• There are alternative service providers<br>• | | |
| 1 | Question 1-What are the factors of Jet's branding strategy that culminated to its inapt operation management? | **10** | **CO1,CO3** |
| 2 | Question 2-What are the factors of Jet's operation management that has affected his Business Operations and Market Share? | **10** | **CO4.CO2** |