

<b>Name:</b>	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
<b>Enrolment No:</b>	

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

<b>Course: Aviation Marketing Management</b> <b>Program: BBA(AVO)</b> <b>Course code: BDSA121 / TRAV 3003</b> <b>Instructions:</b>	<b>Semester: VI</b> <b>Time: 03 Hours</b> <b>Max. Marks: 100</b>
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**SECTION A**

		Marks	CO
<b>I</b>	<b>Answer All the questions:</b>		
1	_____ markets are made up of members of the distribution chain.  1. Consumer 2. Business-to-business (industrial) 3. Channel 4. Institutional	5	CO4
2	----- Refer to complex logistics a. Airports b. Airlines c. GHA d. Catering	5	CO2
3	“High Degree of SOP integration” which agencies faces this issue: a. Airports b. Airlines c. GHA d. Catering	5	CO3
4.	What was the potential threat and challenges faced by FCC? a. Environmental Issue b. Bilateral regime liberalized c. Higher Fuel cost d. Emerging Hub Airports	5	CO4
5.	----- Costs are used for the handling schedule change of the carrier. a. Operational cost. b. Fixed cost c. Holding Cost. d. Direct and Indirect Costs	5	CO3
6	A better measure of performance is the Market Performance Indicator, derived as the difference between-----&-----  a. Long and short t term plan b. organizational and stakeholder Objectives	5	C03

	c. Airline Capacity indicator and Market Share d, Profitability and Strategy		
<b>SECTION-C</b>			
	<b>Answer the below mentioned Question</b>		
	1. Explain the “Absorbing Pricing ” in an Airline Pricing, and explain all the trends under this model with examples.	<b>10</b>	<b>CO2</b>
	2. The peak-load problem is really a capacity planning problem, where the 14 needed capacity depends on prices. For a two period model, let $q_i$ be the demand in period $i$ . The firm’s profits are given by  $\pi = p_1q_1 + p_2q_2 - \beta \max \{q_1, q_2\} - mc(q_1 + q_2)$ where $\beta$ is the marginal cost of capacity and $mc$ is the marginal cost of production.	<b>10</b>	<b>CO4</b>
	3. There are two broad rationales for product prices changing overtime, what are they in the Airline and Airport Business mention with situational examples?	<b>10</b>	<b>CO2</b>
	4. What are the different measures of capacity and Traffics in relations to fleet size and types?	<b>10</b>	<b>CO1</b>
	5.What is the difference between Flight Regulatory and Service Standard and how these two factors maintain the brand image of the Carrier?	<b>10</b>	<b>CO3</b>
<b>SECTION-C</b>			
Q	Answer All the questions		
	<p>When considering whether or not they should spend their time, energy, and marketing budget promoting a route, an airline will look at dependencies like demand forecasting as well as connectivity at their hubs. They might also look at whether their competition is already offering that route. Once they have identified a marketing opportunity, it is time to start driving demand.</p> <p>Hawaiian Airlines, which is the tenth largest commercial airline in the United States, saw an opportunity to promote their route between Honolulu, Hawaii and Auckland, New Zealand. And, of course, the Auckland Airport was enthusiastic about increasing passengers. In late 2017 and early 2018, Hawaiian Airlines and the Auckland Airport joined forces with Mastercard to help Hawaiian Airlines promote their routes from US hubs to Auckland. To plan their campaign, we looked at both Expedia Group’s first-party data and Hawaiian Airline’s data. Analyzing this data helped determine how we could help them run an integrated advertising campaign targeting US travel shoppers across all US Expedia Group points of sale, including: Expedia.com, Hotels.com,</p>		

	<p>Travelocity, Hotwire, Orbitz, and CheapTickets as well as across other sites, using PassportAds.</p> <p>The targeting strategy included on-site display ads served via route targeting: display ads featuring the new routes were exposed to travelers who were searching for specific airline routes. We knew which routes to target thanks to the first and third-party data that we amassed in the campaign planning stage. This campaign also leveraged our offsite, audience extension product: PassportAds. PassportAds engage travel shoppers wherever they browse and book on the internet. Empowered by IP targeting, these ads drove demand from travelers who were looking for airfare originating from Hawaiian Airlines’ major hubs and who were located in specific geographic regions. The campaign also incorporated email marketing to reach potential travelers. Finally, a special Mastercard promotion gave the campaign an edge: ads offered shoppers a \$200 Mastercard gift card with their Hawaiian Airlines-via Auckland Airport- route purchase.</p> <p>Between August 2017 and March of last year, the campaign generated an increase in passenger demand between US mainland hubs and Auckland of forty percent. Hawaiian Airlines saw a significant increase of twenty percent in passenger demand for routes between Hawaii and Auckland, specifically. To top it all off, we named this campaign the North America Airline Campaign of the Year in 2018.</p> <p>When we run innovative, travel partnership-based campaigns like this one, we are often reminded of the adage: we’re stronger together. In this case, Mastercard offered a compelling offer to travel shoppers while Hawaiian Airlines and Auckland Airport pooled their resources to ensure that their campaign reached the right people at the right time. It seems like the old adage is true.</p>		
1	Question 1-What are the factors that Hawaiian Airlines marketing team adopted that to increasing their focus on their Niche opportunity and how did they implemented those strategy ?	10	CO1,C O3
2	Question 2-What is “North America Airline Campaign” that has affected his Business Operations and Market Share?	10	CO4.C O2