

School of Business

Department of Business
Mid Term Examination

Exam Date: 03 Oct 2023

Time : 90 Minutes

Marks : 50

Sem III - MBAV6023 - Airline Marketing and Strategic Airline Alliances

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) What is the concept of yield management in airline marketing? K2 (2)
- 2) Explain the concept of co-opetition in the airline industry and how it can lead to strategic advantages. K1 (3)
- 3) What factors should airlines consider when choosing strategic alliance partners, and how can they ensure alignment of objectives? K2 (4)
- 4) Explain the rationale behind forming regional airline alliances in addition to global alliances. K2 (6)
- 5) Determine the key criteria airlines consider when selecting strategic alliance partners and why these criteria are essential for a successful partnership. K3 (6)
- 6) Demonstrate how airlines can rephrase their marketing messages to effectively appeal to different target demographics, such as families and business travelers. K3 (9)
- 7) Estimate the potential cost savings for airlines resulting from the implementation of a joint fuel-purchasing program as part of a strategic alliance. K4 (8)
- 8) Analyze the impact of customer reviews and ratings on online platforms on the reputation and marketing strategies of airlines. K4 (12)

OR

Categorize the various types of strategic alliances in the airline industry based on their geographical scope and explain their significance. K4 (12)