

School of Business

Master of Business Administration MBA Dual Specialization
Semester End Examination - May 2024

Duration : 180 Minutes

Max Marks : 100

Sem IV - MSB23T2002 - Aviation Sales and Airline Advertising

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Identify the ethical ramifications associated with the transparency and consumer trust elements of sales tactics and advertising strategies employed within the aviation industry. K3 (6)
- 2) (i) Investigate the ethical considerations surrounding celebrity endorsements in the aviation industry. K4 (8)
(ii) Evaluate the importance of maintaining integrity and trust in celebrity-driven marketing initiatives.
(iii) Assess strategies for mitigating risks and maximizing the benefits of celebrity endorsements while upholding ethical standards and consumer trust. (2+3+3 marks)
- 3) (i) Analyze the impact of each stage of the sales process from prospecting to closing the deal on customer acquisition and retention within the aviation industry. K4 (8)
(ii) Evaluate how effectively airlines leverage prospecting techniques, needs assessment, negotiation strategies, and post-sale follow-up to maximize sales outcomes and build long-term customer relationships. (4 + 4marks)
- 4) SkyWings Airlines, a prominent player in the fiercely competitive airline industry, is dedicated to refining its distribution channels to effectively engage with its target audience. Recognizing the need to stand out in a crowded marketplace, SkyWings Airlines has strategically positioned itself as a provider of exceptional air transport experiences, offering passengers a range of distinctive services and amenities designed to elevate their journey. At the heart of SkyWings Airlines' strategy lies its commitment to delivering personalized in-flight experiences that go beyond mere transportation. From the moment passengers step onboard, they are greeted with an array of exclusive amenities and services tailored to meet their individual preferences and needs. Whether it's gourmet dining options, luxurious seating arrangements, or immersive entertainment offerings, SkyWings Airlines spares no effort in ensuring that every aspect of the journey is curated to perfection. One of the key pillars of SkyWings Airlines' success is its unwavering focus on innovation and customer-centricity. The airline continuously explores new avenues to enhance the passenger experience, leveraging cutting-edge technology and creative solutions to offer unparalleled levels of comfort, convenience, and satisfaction. By staying attuned to evolving consumer trends and preferences, SkyWings Airlines remains agile and adaptable in a rapidly changing landscape. K4 (4)
Q1) Construct marketing campaigns that showcase the personalized in-flight experiences and exclusive amenities offered by SkyWings Airlines. (2 marks)
Q2) What measures should SkyWings Airlines take to ensure transparency and trustworthiness in pricing and booking policies distribution channels? (2 marks)

K3 (9)

5) As the project manager for a sustainability initiative at Rajiv Gandhi International airport, the goal is to reduce energy consumption and carbon emissions within the terminal buildings. This endeavor faces numerous challenges, including the complexity of airport infrastructure, navigating regulatory compliance, budget constraints, minimizing operational disruptions, and engaging various stakeholders. Achieving success requires applying sustainability principles effectively, developing comprehensive plans for infrastructure upgrades, constructing timelines for implementation, and constructing training programs for staff.

Q1) How can sustainability principles be applied to optimize energy usage within the airport terminal buildings? (5 marks)

Q2) What strategies can be developed to navigate regulatory compliance effectively while implementing sustainability measures? (4 marks)

K5 (10)

6) Assume that you are a marketing strategist, tasked with developing a comprehensive advertising campaign strategy for a new airline preparing to enter the market. The airline aims to establish a strong brand presence, attract a diverse range of customers, and differentiate itself from existing competitors. Additionally, the company seeks to ensure that the campaign generates a positive return on investment (ROI) to support its long-term growth and profitability goals.

Q1) Design a comprehensive advertising campaign strategy for a new airline looking to enter the market. (5 marks)

Q2) How would you ensure that the campaign generates a positive return on investment for the company? (5 marks)

K5 (10)

7) Suppose you are the sales manager of an airline cargo division aiming to expand your market presence and increase revenue in the air freight industry.

(i) Develop a detailed plan for using partnerships and alliances with airlines, logistics companies, and industry partners to improve market presence.

(ii) Outline steps to maximize market share and revenue opportunities through effective partnership agreements. (5+5 Marks)

8) You are a marketing manager for a newly launched airline company in the Europe, aiming to establish itself in a competitive market. Your goal is to create a comprehensive media plan to raise awareness, generate interest, and ultimately drive ticket sales. The airline offers both domestic and international flights with a focus on customer comfort, affordability, and punctuality. Your target audience includes frequent flyers, business travelers, and leisure travelers.

K5 (15)

Q.1 How would you assess the effectiveness of your media plan in terms of creating a distinctive brand identity for the newly launched airline? (5 marks)

Q.2 Evaluate the potential risks and challenges associated with relying heavily on digital media for an airline marketing campaign.(5 marks)

Q.3 How would you utilize customer data and market research insights to inform the development of targeted media campaigns maximizing the effectiveness of the airline's marketing efforts? (5 marks)

9) Case Study-In response to the launch of a new route connecting major cities, SkyConnect Airlines, a regional carrier, embarked on designing a dynamic sales promotion campaign titled "SkyConnect Explorer." The campaign aimed to generate excitement and drive bookings for the new route. Leveraging a mix of promotional tactics, SkyConnect introduced exclusive introductory fares, bonus mileage rewards for early bookings, and targeted advertising across various channels. Additionally, the airline offered incentives such as complimentary lounge access and priority boarding privileges to entice travelers.

K6 (18)

As a direct outcome of the "SkyConnect Explorer" campaign, SkyConnect Airlines experienced a surge in bookings for the new route. The promotional strategies successfully attracted both leisure and business travelers, with the introductory fares and bonus mileage rewards proving particularly appealing. The targeted advertising efforts effectively reached the desired audience segments, generating buzz and anticipation for the new route launch.

To sustain the momentum generated by the "SkyConnect Explorer" campaign, SkyConnect Airlines implemented post-campaign initiatives aimed at nurturing customer relationships and driving repeat business. These initiatives included personalized follow-up communications with customers who had booked flights during the promotional period, as well as the introduction of loyalty program enhancements such as exclusive travel benefits and tier-based rewards.

Questions:

1). Develop a comprehensive post-campaign analysis for SkyConnect Airlines to evaluate the effectiveness of the "SkyConnect Explorer" campaign. How can the airline measure key performance indicators (KPIs) such as booking volume, revenue growth, and customer acquisition to assess the campaign's impact and identify areas for improvement? (6 marks)

2). Design an integrated marketing communications plan for SkyConnect Airlines to sustain customer engagement and drive bookings beyond the promotional period. How can the airline utilize various communication channels, including email marketing, social media, and targeted advertising, to maintain visibility and reinforce the value proposition of its new route offerings? (6 marks)

3). Propose strategies for SkyConnect Airlines to enhance customer retention and loyalty through personalized marketing initiatives and loyalty program enhancements. How can the airline leverage customer data and insights to deliver tailored offers, experiences, and rewards that resonate with different traveler segments and foster long-term relationships? (6 marks)

- 10) SkyLink Cargo, a leading air freight company, is looking to expand its market share in the highly competitive air freight market. The sales team at SkyLink Cargo is tasked with increasing sales and revenue by targeting new clients and retaining existing ones. The team has identified several key tasks to achieve this goal:
- Identify potential clients: The sales team needs to identify companies that regularly ship goods by air and are looking for reliable freight services.
- Establish contact: Once potential clients are identified, the sales team needs to establish contact and build relationships with key decision-makers within these companies.
- Present solutions: The sales team needs to understand the specific shipping needs of potential clients and present them with customized solutions that meet their requirements.
- Negotiate contracts: Once a client is interested in using SkyLink Cargo's services, the sales team needs to negotiate favorable contracts that are beneficial for both parties.
- Provide ongoing support: After contracts are signed, the sales team needs to provide ongoing support to ensure that clients are satisfied with the services provided.

K6 (12)

Question:

- a) How should SkyLink Cargo's sales team prioritize these tasks to maximize their effectiveness in the air freight market? (6 marks)
- b) What strategies can the sales team use to differentiate SkyLink Cargo's services from competitors and win over potential clients?(6 marks)
- c) How should SkyLink Cargo measure the success of its sales team and identify areas for improvement?(6 marks)