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III Semester B.B.A. Degree Examination January/February - 2025

AVIATION MANAGEMENT

Service Marketing for Aviation

(NEP F+R Scheme)

Paper : AV 3.1



Time : 2½ Hours

Maximum Marks :60

Instruction to Candidates:*Answer to be written completely in English only.***SECTION-A**

Answer any Five of the following questions. Each sub-question carries 2 marks.

(5×2=10)

1. a) Define services?
- b) Explain the term "service product planning."
- c) What is service quality?
- d) Define Telecom services?
- e) What is SERVQUAL
- f) Write down the classification of services?
- g) Expand RATER in service quality?

SECTION-B

Answer any Four of the following questions. Each question carries 5 marks.

(4×5=20)

2. What are the players in service sector?
3. Explain the Importance of Services in marketing?

[P.T.O.]



4. Write down the steps Involved in Quality function deployment for services?
5. Define logistics and trends in marketing logistics services?
6. What is Global perspective in aviation service marketing?

SECTION-C

Answer any Two of the following questions. Each question carries 12 marks.

(2×12=24)

7. Differentiate between Goods and services and distinctive characteristic of services.
8. Explain service promotion and role of technology in services marketing?
9. Explain the significance marketing in Aviation services and recent trends in marketing aviation services.

SECTION-D

Answer any One of the following questions which carries 6 marks.

(1×6=6)

10. Write a note service marketing mix for any airline.
11. Write a note service marketing mix for any Travel agency.