



**V Semester B.B.A. (Aviation Management)
Examination, February/March 2024
(Freshers) (NEP Scheme)
AIRLINE ADVERTISING AND SALES PROMOTION**

Time : 2½ Hours

Max. Marks : 60

Instruction : Answer should be written in **English** only.

SECTION – A

Answer **any five**. Each question carries **2** marks.

(5×2=10)

1. a) What is the evolution of airline advertising ?
- b) Write a note on cultural insensitivity.
- c) What is advertisement ?
- d) How are the international advertising campaigns different ?
- e) Define sales promotion.
- f) Where are creative concepts used ?
- g) Define crisis management in advertising.

SECTION – B

Answer **any three**. Each question carries **4** marks.

(3×4=12)

2. Elaborate on the selling concept.
3. Role of objectives and goals of airline advertising.
4. With the help of an example bring out the meaning of market segmentation.
5. What are frequent flyer promotions ?
6. What are flight specific advertisements ?



SECTION – C

Answer **any three**. Each question carries **10** marks.

(3×10=30)

7. Explain the effects of integrating digital media and traditional advertising channels.
8. How do you handle crisis management and public relationship through advertisement ?
9. Explain the collaborative promotions made with their partners.
10. Develop an integrated sales promotion and show how effective it is ?

SECTION – D

Answer **any one** question. It carries **eight** marks.

(1×8=8)

11. a) Describe the evolution of airline advertising and its impact on consumer behaviours.

OR

- b) Explain the role of sales promotion in the aviation industry.