

IMBA AVT Sem.-3 Examination**IMBAAVT-117****Revenue & Pricing Mgmt. in Aviation Ind.****Time : 2.30 Hours]****December-2025****[Max.Marks : 70****Instructions:**

- **Figures to the right indicate Full Marks.**
- **Do not write anything on the question paper.**

Q.1. Analyze the key impacts of the internet and e-commerce on airline pricing and fares, discussing how these technologies have fundamentally altered the industry's strategies and the competitive landscape. **(14 Marks)**

OR

Q1. a) What is seasonality in tourism? Discuss the three chief categories of seasonality in tourism? **(7 Marks)**

b) Is collaboration vital in the travel industry? Justify your answer. **(7 Marks)**

Q.2. Discuss the various marketing challenges in travel industry in the present Indian context. **(14 Marks)**

OR

Q.2. Do the PEST (Political, Economic, Social, Technological) analysis for airline marketing **(14 Marks)**

Q3. Write a detailed note on dynamic pricing as applied in aviation and hospitality sectors. **(14 Marks)**

OR

Q.3. Evaluate critically how the rise of hybrid work models, advanced digital communication, and the increasing focus on sustainability have redefined the necessity and purpose of business travel in the current Indian business landscape. **(14 Marks)**

Q.4. a) State the benefits of loyalty programs for employees in the hospitality industry? **(7 Marks)**

b) Discuss the various key performance indicators (KPIs) involved in monitoring performance in hospitality branding and marketing. **(7 Marks)**

OR

Q4. a) Discuss the various ways to cultivate collaborative culture in travel and tourism organizations? **(7 Marks)**

b) What are the key factors that is driving demand of passengers in aviation sector in India?**(7 Marks)**

Q5. Critically analyze how the COVID-19 pandemic necessitated a fundamental shift in the revenue and pricing management strategies of the hospitality and aviation sectors. Contrast the core methodologies employed in the pre-COVID market with the adaptive and often resilient strategies developed in the post-COVID environment. **(14 Marks)**
