

MAVI Sem.-2 Examination

MAV - 110

Marketing & Sales Mgmt in Service Sector

May-2025

Time : 2-30 Hours]

[Max. Marks : 70

Figures to the right indicate Full Marks.

Do not write anything on the question paper.

Do not use scientific calculators.

Q 1	How does marketing contribute to customer retention in the airline industry? OR Explain the role and relevance of marketing in airline management.	14
Q 2	Explain the importance of understanding customer behavior in hospitality marketing. OR How are customer expectations different in freighter air services versus passenger air services?	14
Q 3	What economic indicators affect pricing and promotion strategies in aviation? OR Explain how changing demographics affect hospitality marketing.	14
Q 4	Describe Porter's Five Forces with relevance to airline business strategy. OR Discuss the concept and significance of differentiation in hospitality marketing.	14
Q 5	Explain the practical application of the AIDA model in promoting tour packages. OR Describe how press releases and PR influence tourism and airline industries.	14