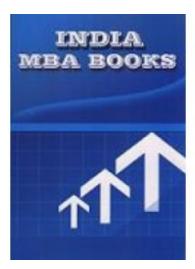
Airline and Travel Management.



Brand: Mehta Solutions

Product Code: Airline and Travel Management.

Weight: 0.00kg

Price: Rs600

Short Description Airline and Travel Management notes papers study material

Description

Airline and Travel Management SOLVED PAPERS AND GUESS

Product Details: Airline and Travel Management SOLVED PAPERS

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other University book solutions now mehta solutions brings top solutions for Airline and Travel Management **SOLVED PAPERS book** contains previous year solved papers plus faculty important questions and answers specially for University .questions and answers are specially design specially for University students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- Case studies solved
- New addition fully solved
- last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

AIRLINE AND TRAVEL MANAGEMENT
UNIT I THE TRANSPORTATION INDUSTRY and MARKET FOR AIR
TRANSPORTATION Air Transportation Industry - Land Transportation Industry - Sea
Transportation Industry - Multi-modal Transportation - Marketing and Marketing mix –
Application of Marketing Principles to Airline management-Airline Business and its
Customers –

Market segmentation -PESTE Analysis

UNIT II – INTERNATIONAL TRAVEL DOCUMENTATION & PRODUCT

ANALYSIS Passport – VISAs - Airlines Ticket or Authorization - Health Documents - Michel Porter's Five Factors and their Application to Airline – Cost leadership – Focus strategies – Airline Business and Market Strategies – Common Mistake-Concept of Product and

Relation to Airline – Fleet and schedules Related Product Features-Customer Service and Controlling Product Quality-Air Freight Product

UNIT III – TRAVEL INFORMATION MANUAL AND OFFICIAL AIRLINES GUIDE Referring the TIM - Passport Requirements: Different Nations - VISA Requirements: Different

Nations - Tax, Currency, Customs, Immigration requirements - Referring the OAG - Aircraft

Types and Codes - World Terminals -Calculation of Flying time, Ground Time and Elapsed

Time.

UNIT IV - AIRPORT PLANNING

Introduction – Growth of air transport, Airport organization and associations, Classification

of airports airfield components, Air traffic Zones and approach areas. Context of Airport system planning – Development of Airport Planning process – Ultimate consumers – Airline

decision – Other Airport operations

UNIT V - AIRLINES-REVENUE MANAGEMENT AND DISTRIBUTION AND

PROMOTION Building Block in Airline Pricing Policy-Uniform and Differential PricingThe Structure of Air Freight Policy- Distribution Channel Strategies-Travel Agency

Distribution System- Selling & Distribution Channel in Air Freight Market- Brand Building

Strategies in Airline Industry- Relationship Marketing and Components of Marketing Strategies - Frequent Flyer Programme- Anatomy of Sale and Planning-Marketing Communication Technique-Airline Advertising - Air Freight Market- Future of Airline Market

Details

- 1. Books by courier
- 2. Delivery in 5-7 days
- 3. Courier india only

4. Rating of product : largest selling