

**HS255 Airline Management**  
**Chapter 1 - 3 Exam**

1. Define marketing.
2. Discuss the “marketing mix”.
3. Describe the stages in the application of marketing principles to airline management.
4. List the benefits of marketing-based approach to airline management
5. Define customers.
6. Differentiate “apparent” and “true” needs of customers.
7. List the four customer decisions that must be analyzed.
8. Describe the customer in the business air travel market.
9. Describe the customer in the leisure air travel market.
10. Describe the concept of marketing segmentation in the airline business.
11. Describe the different segmentation variables in the air passenger market.
12. Explain customer requirements in the business travel market.
13. Describe the demographics and psychographics of the business travel market.
14. Describe the leisure segment.
15. Differentiate between the air passenger and air freight market.
16. Explain PESTE Analysis
17. Describe the political factors affecting the airline industry.
18. Describe the economic factors affecting the airline industry.
19. Describe the social factors affecting the airline industry.
20. Describe the technological factors affecting the airline industry.
21. Describe the environmental factors affecting the airline industry.
22. Describe how successful airline companies use the PESTE analysis to adapt to changing market environments.