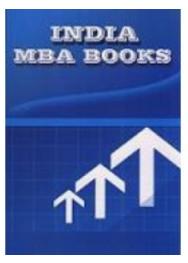
AIRLINE MARKETING AND AVIATION SAFETY MANAGEMENT



Brand: Mehta Solutions

Product Code: AIRLINE MARKETING AND

AVIATION SAFETY MANAGEMENT

Weight: 0.00kg

Price: Rs600

Short Description
AIRLINE MARKETING AND AVIATION SAFETY MANAGEMENT notes
papers study material

Description

AIRLINE MARKETING AND AVIATION SAFETY MANAGEMENT SOLVED PAPERS AND GUESS

Product Details: AIRLINE MARKETING AND AVIATION SAFETY MANAGEMENT **SOLVED PAPERS**

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

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 MARKETING AND AVIATION SAFETY 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

UNIT I

Maintenance: Marketing Strategy: PESTE analysis: political factors – Economic factors – Social factors –

Technological factors – Environmental factors – Introduction of Airline Business and Marketing Strategies – Porters

Five Forces and their Application to the Airline Industry – Strategic Families – Differentiation Aairlines – The

Future – Focus Strategies – Airline Business and Marketing strategies – Common Mistakes

UNIT II

Promotion Marketing – Fundamentals of Relationship Marketing – Components of a Relationship Marketing

Strategy – Frequent Flyer Programmers – The Anatomy of a Sale – Sales Planning – Marketing Communication

Techniques – Airline Advertising – Selling in the Air Freight Market – Glossary of Aviation Terms and Marketing

Terms

UNIT III

Introduction – Sources of Financial Benefits – Labour Cost Reduction – Cost Reduction in Sourcing – Marking

Financial Benefits come True – Airline Views or Financial Benefits – Traffic Increase – Revenue Enhancement –

Cost Reduction – Profit Improvement – The problem of local rationales

UNIT IV

Major Accident Analysis & Managing Human Errors – Identifying Root Causes of Human Errors – Human Reliability

Assessment – Safety Cultures in Airlines – Threat and Error Management (TEM) – Mid – Air Collisions – Runway

Incursions – Weather Factors – Human Factors and Mechanical Failures

UNIT V

Nature of Accidents, Major Issues: A Contemporary Assesment Causes of Accidents – Major Aviation Disasters:

Case Studies – Statistics of Aviation Disasters – Investigation, Analysis and Reporting Psychological Aspects and

Training – Bird Strike: Airport Operators' responsibilities – Airside Discipline – Maintenance of Airport and Aircraft

Details

1. Books by courier

- 2. Delivery in 5-7 days
- 3. Courier india only
- 4. Rating of product: largest selling