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APPENDIX - A

ANNAMALAI UNIVERSITY
DEPARTMENT OF COMMERCE
Ph. D (2009 - 12) LOGISTICS MANAGEMENT

MARKETING OF PRIVATE AIRLINES

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Supervisor</th>
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<tbody>
<tr>
<td>K. EZHILAN</td>
<td>Dr. S. SUBRAMANIAN</td>
</tr>
<tr>
<td>Research Scholar</td>
<td>Associate Professor</td>
</tr>
<tr>
<td>Department of Commerce</td>
<td>Department of Commerce</td>
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Questionnaire for Marketing of Private Airlines Services

Airlines

I am K. Ezhilan Ph.D., scholar, Department of Commerce, Annamalai University. I am conducting a survey on “Marketing of Private Airlines Services.” I seek your cooperation and kindly spare some of your precious time to complete the work and I assure that the information collected from you will be kept confidential and be used for academic purpose only.

Thanking you

Yours Sincerely,

(K. EZHILAN)
1. Name of the Airline

2. Official Address

   Register Office:

   Branch Office:

3. Which geographical region is your airline headquarters located?
   a. North zone
   c. West zone
   d. All the above

4. How much branch you have in India?
   a. Below 5 Branches
   c. 11 To 15 Branches
   e. Above 15 Branches
   b. 6 To 10 Branches
   d. 16 To 20 Branches

5. Which types of service do you deals?
   a. Domestic Passenger Service only
   c. Domestic Cargo Service only
   e. All the above
   b. International Passenger Service only
   d. International Cargo Service only

6. What size is your airline in terms of scheduled passenger numbers carried in a year?
   a. Below 10,000
   c. 50,001 to 75,000
   e. Above 1,00,000
   b. 10,001 to 50,000
   d. 75,001 to 1,00,000
7. Which types of Agent your airline use your business?
   a. Third Party       b. Bank and other agencies
   c. Website           d. Trading desk
   e. All the above

8. The following criteria of importance to your airline when selecting Agent.
   a. Qualification and Experience of Agent
   b. Financial strength Reputation of Agent
   c. Availability of Technology
   d. All the above

9. The following method used to your airline when selecting sales of Ticket
   a. Direct Sales       b. Sales through Agent
   c. Sales through Mobile phones d. Sales through Online
   e. All the above

10. Which type of schedule used in aircraft service?
    a. Time table without specification schedule
    b. Time table with specification schedule
    c. Local aircraft schedule
    d. Physical or actual aircraft schedules with trail assignments
    e. All the above

11. The following criteria to your airline when deciding on Business demand
    a. Fare       d. Connection
    b. Stopping  e. All the above
    c. Timing

12. The following to your airline when deciding on customer value management
    a. Order Entry System (OES)       d. Master Plan
    b. Dynamic Schedules               e. All the above
    c. Pricing systems
13. What method is your airline using for improve the business?
   a. Media advertisements    d. Gifts give to passenger
   b. Attractive offers    e. All the above
   c. Discounted price

14. What are the charges impose to passengers?
   a. Passenger Service Fee (PSF)
   b. Landing and Housing Fee
   c. Regularities charges
   d. User Development Free (UDF)
   e. All the above

15. Do you agree or disagree for Overbooking is affect business?
   a. Strongly agree    d. Disagree
   b. Strongly disagree    e. Neutral
   c. Agree

16. Do you agree or disagree for method of Ticket price would increase passenger travel?
   a. Strongly agree    d. Disagree
   b. Strongly disagree    e. Neutral
   c. Agree

17. Do you agree or disagree for Fuel price is affect business?
   a. Strongly agree    d. Disagree
   b. Strongly disagree    e. Neutral
   c. Agree

18. Do you agree or disagree for Crew pair problems are affect business?
   a. Strongly agree    d. Agree
   b. Strongly disagree    e. Disagree
   c. Neutral
19. Do you agree or disagree for climate changes are affect business?
   a. Strongly agree       d. Disagree
   b. Strongly disagree    e. Neutral
   c. Agree

20. What extent do you agree or disagree that offering a high offering scheme will give you a competitive edge over other airline and attract new business?
   a. Strongly agree       d. Disagree
   b. Strongly disagree    e. Neutral
   c. Agree

21. To what extent do you agree or disagree that the following approaches would improve the visibility of your carbon offsetting scheme to passengers?
   a. Strongly agree       d. Disagree
   b. Strongly disagree    e. Neutral
   c. Agree

22. Which of the benefits are give to your customers?
   a. Ticket Amount Return d. Offer sales
   b. Lunch               e. All the Above
   c. Drinks

23. Do you have a control mechanism in place that monitors the registration and cancellation of re-traded in the market or double-counted?
   a. Yes                  b. No
   c. Don’t know

24. Do you think the airline industry has a responsibility to its passengers to explain the environmental consequences of their choice to fly?
   a. Yes                  b. No
   c. Not sure
25. Have you considered match-funding offsets donated by passengers?
   a. Yes  b. No  c. Don't know

26. Have you considered offering pricing scheme specifically for corporate clients rather than individual passengers?
   a. Yes  b. No

27. Please give your suggestions for improve service in upcoming

Thanking You
Questionnaire for Domestic Airline Customers

I am K. Ezhilan Ph.D., scholar, Department of Commerce, Annamalai University. I am conducting a survey on “Marketing of Private Airlines Services.” I seek your cooperation and kindly spare some of your precious time to complete the work and I assure that the information collected from you will be kept confidential and be used for academic purpose only.

Thanking you

Yours Sincerely,

(K. EZHILAN)

General Information [Please tick ( ) the your response]

1. Name
   Phone No. / cell No.
   Email
   Airline Name & Number:

2. Which class do you usually travel in?
   a. Economy Class
   b. Business Class

3. How did you book your fight?
   a. Website
   b. Travel Agent
   c. Reservation desk in airport
Please kindly mark the satisfaction level of airline services
1 – Excellent  2 – Good  3 – Average  4 – Bad  5 – Very bad

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<td>Handling of passengers</td>
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<td>7</td>
<td>Reputation of airline</td>
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<td>Ticket price</td>
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<td>Cancellation of tickets</td>
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<td>Many Flights a day enable flexible booking</td>
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<td>Baggage Check-in time</td>
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<td><strong>V. Pre-Board Process</strong></td>
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<td>23</td>
<td>Ground staff behavior</td>
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<td>Boarding Information &amp; Assistance</td>
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<td><strong>VI. Internal environment in airline</strong></td>
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<td>25</td>
<td>Seats comfortable</td>
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<td>26</td>
<td>Service of steward/stewardess/airhostess</td>
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<td>Rather important</td>
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<td>VII. Food and Beverage services</td>
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<td>29 Quality of Food</td>
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<td>30 Quality of Drinks</td>
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</tr>
<tr>
<td>31 Quality of snacks</td>
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<tr>
<td>VIII. Entertainment</td>
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<td>32 Loyalty and Diversity Programme</td>
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<td>33 Own screen programme</td>
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<td>34 News papers, Magazines and Journals</td>
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<td>35 News update (Flash news)</td>
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<td>IX. Staff Behaviors</td>
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<td>36 Appearance and Skills staff</td>
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<td>37 Language skills of staff</td>
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<td>38 Relationship with passengers</td>
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<td>39 Helping ability of staffs</td>
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<td>X. Baggage</td>
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<td>41 Limit of kg allowed</td>
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<td>42 Payment per Kg</td>
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<td>XI. Complaint treatments</td>
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<td>43 Take no action</td>
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<td>44 Seek change for other services</td>
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<td>45 Not use that airline again</td>
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<td>46 Not suggested to others</td>
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<tr>
<td>47 Divert to the media</td>
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Thanking You
MARKETING OF PRIVATE AIRLINES SERVICES

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</table>

Questionnaire for Marketing of Private Airlines Services

Agents

Dear Sir/Madam,

I am a Ph. D scholar in Commerce Department, Annamalai University and I study on “Marketing of Private Airlines Services” for academic purpose. So, I am conducting a survey about the Airlines marketing. Your co-operation and help will improve my understanding and knowledge about the Airline marketing. So, I request you to kindly spare some of your precious time to complete the work and I assure that the information collected from you will be kept confidential and be used for academic purpose only.

Thanking you

Yours Sincerely,

(K. EZHILAN)
Questionnaire for Domestic Airlines Agents

General Information [Please tick (√) the your response]

1. Name of the Agent
2. Address of the Office
   Reg. Office: [ ]
   Branch Office: [ ]

3. How many years do you have involved in this business?
   a. Below 5 years  b. 6 to 10 years  c. 11 to 20 years  d. Above 20 years

4. Which type of services do you deal?
   a. Domestic services only  b. International Service  c. Cargo service only  d. Above all

5. What types of services do you providing to your customers?
   a. Ticketing and Hospitality  b. Ticketing and Hotel booking  c. Ticket with car service  d. All the above

6. Are you International Airline Transports Association (IATA) Registration?
   a. Yes  b. No

7. Do you have any Association for this business?
   a. Yes  b. No

8. Do you pay how much amount deposit to IRTA?
   a. Below 25 laths  b. 25 to 50 laths  c. Above 50 laths  d. Nil
9. Are issue the ticket to customer with your name
   a. Yes  
   b. No

10. Are you collect the service charges collect from your customers?
    a. Yes  
    b. No

11. What are the charges collected from your customers?
    a. Service Charges  
    b. YQ Charges  
    c. Fuel surcharge  
    d. All the Above

12. Which Airline do you have direct contract for providing services?
    a. Government Airlines  
    b. Private Airlines  
    c. Both Airlines

13. Please Specify your network systems
    a. B2B (Business to Business)  
    b. B2G (Business to Customers)  
    c. B2C (Business to Government)  
    d. B2A (Business to Agent)

14. What are the ways to connect with your customers?
    a. Through phone  
    b. Through direct  
    c. Through Online  
    d. All the above

15. What are the ways to connect with Airlines?
    a. Through directly  
    b. Through Phone  
    c. Through Online  
    d. All the above

16. Which Airlines that proves cheaper services to your customers?
    a. Government Airlines  
    b. Private Airlines  
    c. Both Airlines
17. Which airlines could you easily deal for ticket booking?
   a. Government Airlines
   b. Private Airlines
   c. Both Airlines

18. In generally, how much time taken for ticket purchase and reservation?
   a. Minimum Half hour
   b. 1 hour to 5 hours
   c. 5 to 12 hours
   d. One day

19. In generally, what are the basis are you prefer the airlines?
   a. Rate of commission
   b. Convenience
   c. Relationship with airlines
   d. All the above

20. How do you ensure quick document processing and clearance?
   a. By Practices
   b. By Truthful with airlines
   c. By Relationship with airlines
   d. All the Above

21. What are the Taxes your paid?
   a. Sales and Excise
   b. Customs Tax
   c. Income Tax and Services Tax
   d. All the above

22. How many ticket sales in a day?
   a. Below 10 No
   b. 10 to 25 No
   c. 25 to 50 No
   d. above 50 No

23. How much percentage amount of commission get from airlines?
   a. Up to 5 per cent
   b. 5 to 10 per cent
   c. Above 10 .per cent
   d. Nil

24. Are you Insure your business?
   a. Yes
   b. No
25. How satisfied for **Pre-Board Service** [Please note level of service do]

<table>
<thead>
<tr>
<th>Sl. No</th>
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<th>Levels of Satisfactions</th>
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</thead>
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<td>Information &amp; Assistance</td>
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<td>3</td>
<td>Timing</td>
<td>1 2 3 4 5</td>
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<tr>
<td>4</td>
<td>Rate of commission</td>
<td>1 2 3 4 5</td>
</tr>
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<td>5</td>
<td>Processing charges</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

26. Is there anything, which airlines can do to serve you in a better way? And Please give a your suggestions about the Airlines

Name of Airlines ________________________________

1. 
2. 
3. 
4. 
5. 

Thanking you
### APPENDIX -D

**LIST OF AIR TRAVEL AGENTS IN CHENNAI (IATA Accreditation)**

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Agents Location</th>
<th>No of Agents</th>
<th>No of Samples</th>
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<td>2</td>
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APPENDIX – E

PAPER PUBLISHED

1. “Chennai Airport – Challenges of Domestic Air Transport”, Shipping Times - EXIM INDIA - Aviation periodical,


