



I Semester B.B.A. Examination, January 2025

(SEP 2024 – 25)

AVIATION MANAGEMENT

BBAV 1.3 : Soft Skills for Service Industry

Time : 3 Hours

Max. Marks : 80

Instruction : All answers to be written in English.

SECTION – A

Answer **any seven** out of ten questions. **Each** question carries **2** marks. **(7×2=14)**

1. a) Explain the concept of non-verbal communication and its significance in effective interpersonal interactions.
- b) Identify and describe the various components of verbal communication.
- c) Analyse the concept of emotional intelligence and discuss its importance in personal and professional contexts.
- d) Define leadership and empathy and illustrate how they are interrelated in organizational settings.
- e) Evaluate the principles of a customer centric approach and how it impacts business success.
- f) Discuss the concept of benchmarking and its role in achieving continuous improvement.
- g) Expand the acronym SWOT and explain the process and benefits of brainstorming in problem solving.
- h) Outline the key characteristics of rational decision making and explain how they contribute to effective outcomes.
- i) Expand the acronyms IATA and FAA and discuss the role these organizations play in aviation.
- j) Differentiate between gestures and postures and explain how each influences non-verbal communication.



SECTION – B

Answer **any three** out of five questions. **Each** question carries **8** marks. **(3×8=24)**

2. Identify the types of written communication and analyse the various types of reports, explaining their purpose and applications.
3. Describe the types of verbal communication and evaluate the common challenges associated with each type.
4. Discuss the benefits of team work and collaboration and explain how these concepts can improve organizational performance.
5. Assess the benefits of a customer centric approach and explain how it enhances customer satisfaction and business outcomes.
6. Evaluate the benefits of SWOT analysis and discuss how it can be used effectively in strategic planning.

SECTION – C

Answer **any three** out of five questions. **Each** question carries **14** marks. **(3×14=42)**

7. Analyse the key principles of negotiation in conflict resolution and explain how they contribute to successful outcomes.
8. Outline the steps involved in service recovery and discuss the importance of adopting a customer centric approach in delivering effective service.
9. Explain the techniques of problem solving and assess the effectiveness of brainstorming in general solutions.
10. Identify the grooming standards in the aviation industry and compare the grooming etiquette for men and women.
11. Evaluate the benefits of a good body language and posture and list the essential hygiene habits necessary in professional settings.