



**NP – 447**

**V Semester B.B.A. Examination, February/March 2024  
(NEP) (Freshers)**

**AVIATION MANAGEMENT**

**5.4 : Airline Customer Relationship Management (Elective)**

Time : 2½ Hours

Max. Marks : 60

***Instruction : Answer all questions in English.***

**SECTION – A**

Answer **any 6** out of 8 given questions. **Each** carries 2 marks : **(6×2=12)**

1. a) Define customer service.  
b) What is low cost carrier ?  
c) Who are front line staff ?  
d) What do you mean by communication ?  
e) What are internet channels ?  
f) What do you mean by cultural difference in Airlines ?  
g) Mention different types of stress.  
h) Who are cabin crew ?

**SECTION – B**

Answer **any 3** out of 5 given questions. **Each** question carries 4 marks : **(3×4=12)**

2. Explain airline industry challenges.
3. Write a note on :
  - a) Always connected customers.
  - b) Mobile commerce.
4. Explain hints for developing telephone listening skills.
5. Explain how airlines are using social media.
6. Explain in brief common sources of stress.

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SECTION – C

Answer **any 3** out of 5 given questions. **Each** question carries **12** marks : **(3×12=36)**

7. Discuss about customer contact techniques for making good first impression about airlines.
  8. Discuss in brief Legitimate Vs. Illegitimate complaints.
  9. Write note on :
    - a) Front line staff.
    - b) In flight customer service.
    - c) Cross culture awareness.
  10. Discuss in brief irregular operations of an airline with example.
  11. What is stress ? Discuss consequences of stress on physical health.
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