



# ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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**END SEMESTER EXAMINATION – DECEMBER 2024**

**BUSINESS ADMINISTRATION – I SEMESTER BBA**

**(AVIATION MANAGEMENT)**

**24BBA15B: SOFT SKILLS FOR SERVICE INDUSTRY**

**Time: 3 Hours**

**Max. Marks: 80**

**Instruction:** Answer should be written completely in English.

## SECTION-A

1. Answer **any Seven** questions. Each question carries **Two** marks. (7x2=14)
- How do you prepare yourself for a presentation?
  - Write any four importance of communication in service industry.
  - Define decision making skill.
  - What is motivation?
  - What you mean by rationality?
  - Analyse Personal branding.
  - What are differences between Sympathy and Empathy?
  - What you mean by “exceeded customer expectation”?
  - Define critical thinking.
  - What is Non-verbal communication?

## SECTION - B

Answer **any Three** questions. Each question carries **Eight** marks. (3x8=24)

- Explain a systematic approach to a problem-solving with a step-by-step explanation.
- Explain verbal and Non-verbal communication with example.
- What is Emotional intelligence? Explain in terms of self-awareness, self-regulation and social awareness.
- Define Customer – Centric approach and how understanding customer needs helps in exceeding expectations of the customer.
- What is cross-cultural understanding and why it is important to maintain good relations?

## SECTION – C

Answer **any Three** questions. Each question carries **Fourteen** marks. (3x14=42)

- Write an email to your business partner stating that you are withdrawing from the business.
- Write about team work and collaboration with example from aviation industry.
- Write about Grooming standards of aviation industry and why it is important.
- Write an elaborate note about Decision-making models Including rational and intuitive models with example.
- Explain about creating customer loyalty through relationship building and retention strategies.

