



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)
 - a. How do you prepare yourself for a presentation?
 - b. Write any four importance of communication in service industry.
 - c. Define decision making skill.
 - d. What is motivation?
 - e. What you mean by rationality?
 - f. Analyse Personal branding.
 - g. What are differences between Sympathy and Empathy?
 - h. What you mean by “exceeded customer expectation”?
 - i. Define critical thinking.
 - j. What is Non-verbal communication?

SECTION - B

Answer any Three questions. Each question carries Eight marks.

(3x8=24)

2. Explain a systematic approach to a problem-solving with a step-by-step explanation.
3. Explain verbal and Non-verbal communication with example.
4. What is Emotional intelligence? Explain in terms of self-awareness, self-regulation and social awareness.
5. Define Customer – Centric approach and how understanding customer needs helps in exceeding expectations of the customer.
6. 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)

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

