



QP – 381

**III Semester B.B.A. (Aviation Management) Degree
Examination, March/April 2022
(CBCS) (Fresh) (2021-22 and Onwards)
Paper – 3.3 : CUSTOMER RELATIONSHIP MANAGEMENT**

Time : 3 Hours

Max. Marks : 70

Instruction : Answer **must be** written in **English** only.

SECTION – A

1. Answer **any five** questions. **Each** sub-question carries **two** marks. **(5×2=10)**

- Define Customer.
- What do you mean by Mobile Commerce ?
- Give the meaning of cross culture.
- What are illegitimate complaints ?
- What is the meaning of stress ?
- Who is said to be front line staff ?
- What do you understand by the term 'Call Centres' ?

SECTION – B

Answer **any three** questions. **Each** question carries **six** marks. **(3×6=18)**

- Give a brief note on Air-line Deregulation.
- Differentiate between Call Centres and Contact Centres.
- As a front office staff of an Airline, discuss the steps that you need to follow to receive the customer in an Airport.
- State the reasons for redressing customer complaints.
- Explain the various sources of stress in Aviation industries.

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SECTION – C

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

7. Discuss the duties and responsibilities of front line staff in aviation management.
8. Explain the advantages and disadvantages of listening in aviation management.
9. Construct a situation, where customer had problem with his ticket booking. How do you respond to him through telephone as a Customer Service Executive ?
10. What are legitimate and illegitimate complaints ? Explain the possible ways to prevent customer complaints.
11. Explain the various sources of stress. Discuss the consequences of stress on physical health in aviation industry.