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DCAM504

Reg. No.

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V Semester B.B.A. Degree Examination, February/March - 2024

AVIATION MANAGEMENT

Customer Relationship Management in Aviation Industry

(NEP Scheme)

Paper : 5.4

Time : 2½ Hours

Instructions to Candidates:

Answers to be written in English only.



Maximum Marks : 60

SECTION - A

Answer any **Five** questions out of **Seven** questions.

(5×2=10)

1. a. Define customer service.
- b. Define Mobile Commerce.
- c. What is cross cultural awareness.
- d. What are legitimate complaints?
- e. Define call centers.
- f. Define stress.
- g. What is flexing strategy.

SECTION - B

Answer any **Four** questions out of **Five** questions.

(4×5=20)

2. Explain the benefits of listening in CRM.
3. What are the advantages of two way communication?
4. Explain the benefits of customer service.
5. Write a short note on customer's aggression can be handled as airline employee.
6. Explain the methods of managing stress.

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SECTION - C

Answer any **Two** questions out of **Three** questions.

(2×12=24)

7. Explain the methods of removing communication barrier.
8. Explain the importance of cross cultural awareness.
9. Explain the multi - channel customer service.

SECTION - D

Answer any **One** questions out of **Two** questions.

(1×6=6)

10. Discuss on how to manage stress while handling a cancelled flight.
 11. Explain the consequences of stress on physical health.
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