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**V Semester B.B.A. Degree Examination, January/February - 2025****AVIATION MANAGEMENT****Customer Relationship Management in Aviation Industry****(NEP Scheme F+R)****Paper : AV- 5.4****Time : 2½ Hours****Maximum Marks :60****Instruction to Candidates:****Answers to be written in English only.****SECTION-A****Answer any Five of the following questions. Each sub-question carries Two marks.****(5×2=10)**

1. a) Define customer service in the context of Airline industry.
- b) What do you understand by mobile commerce?
- c) What is the benefit of self presentation skills in airline industry?
- d) Define legitimate complaints
- e) What is burnout?
- f) Mention few examples of customer aggression.
- g) Give the difference between stress and Pressure.

**SECTION-B****Answer any Four of the following questions. Each question carries Five marks.****(4×5=20)**

2. Write a short note on the role of global alliances in shaping customer services practices in airline industry

**[P.T.O.]**



3. How can airline use social media platform to handle customer complaints and build loyalty?
4. Write a short note on characteristics of four social styles.
5. What are some key tips to handle customer calls effectively?
6. Explain communication process in detail.

#### SECTION-C

**Answer any Two of the following questions. Each questions carries Twelve marks.**

**(2×12=24)**

7. Evaluate the role of cultural differences in customer service. How can an understanding of cultural differences improve interaction between international customers.
8. Discuss the strategies of coping with shift based work and overtime in airline industry.
9. How can airline manage customer complaints and feedback effectively to improve their services?

#### SECTION-D

**Answer any One of the following questions which carries Six marks.**

**(1×6=6)**

10. During a flight from Chicago to Miami, passengers were informed that the flight was overbooked, leading to some being rebooked on other flights. The airline staff apologised, provided vouchers and offered rebooking assistance, yet many passengers were still frustrated How could the airline have better handled the situation?
  11. Illustrate the CRM implementation process with a neat diagram.
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