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DCAM113

Reg. No.

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I Semester B.B.A. Degree Examination, December/January-2025/26

AVIATION MANAGEMENT

Soft Skills for Service Industry

(SEP 2024 Freshers + Repeaters Scheme)

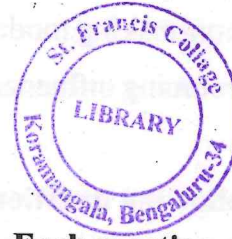
Paper - 1.3

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Answer All the questions in English only.



SECTION - A

Answer any Five sub questions from the following. Each question carries Two marks.
(5×2=10)

1. a) What is active listening?
- b) Define team work.
- c) What is customer loyalty?
- d) What is brain storming?
- e) What is professional appearance?
- f) Define problem solving.
- g) What do you understand by leadership?
- h) What is image management?

SECTION - B

Answer any Four questions from the following. Each question carries Five marks.
(4×5=20)

2. Explain the steps to overcome stage fright.
3. Explain group dynamics with an example.
4. Discuss importance of customer satisfaction.

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5. Explain innovation in problem solving.
6. Explain importance of grooming in aviation.
7. Explain customer feedback and analysis.

SECTION - C

Answer any Three questions from the following. Each question carries Fifteen marks. (3×15=45)

8. Discuss the role of interpersonal communication in customer service.
9. Explain stages of group development and group dynamics.
10. Explain relationship building in customer service.
11. Describe decision-making models.
12. Explain how grooming influences customer perception.

SECTION - D

Answer the following question. The question carries 5 marks. (1×5=5)

13. Prepare a personal grooming checklist.
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