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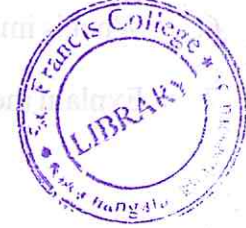
I Semester B.B.A. (Aviation Management) Degree Examination,

January/February - 2025

BUSINESS MANAGEMENT

Soft Skill For Service Industry

(SEP 2024 Freshers Scheme)



Time : 3 Hours

Maximum Marks :80

Instruction to Candidates:

Answer all the questions in english Language only.

SECTION-A

I. Answer any Five Sub-questions. Each questions carries 2 marks. (5×2=10)

1. a) What do you mean by Grapevine Communication?
- b) Give the meaning of Emotional Intelligence.
- c) Define motivation.
- d) What is brainstorming?
- e) What do you understand by body language? Give any two examples.
- f) What is customer feedback?
- g) Give the stages of Critical thinking.
- h) What is Team work?

SECTION-B

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

2. Give any 5 differences between verbal and non-verbal communication.
3. Define customer loyalty. How can it be built in the service industry?

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4. What is conflict resolution? Mention any two methods used to resolve conflicts.
5. Explain the importance of interpersonal communication skills.
6. What is image management and explain its role in career development.
7. Explain the customer retention strategies used by an airline?

SECTION-C

III. Answer any Three of the following questions. Each question carries 15 marks.

(3×15=45)

8. Describe how ineffective verbal and non-verbal communication contribute to conflict in a team environment?
9. Explain the importance of personal grooming in the aviation industry?
10. Explain how problem-solving techniques like brainstorming and SWOT analysis improve decision making in the service industry?
11. How can continuous learning and self-development contribute to personal branding in the aviation sector? Explain with an example.
12. Briefly explain the types of written communication with examples.

SECTION-D

IV. Answer any One question from the following which carries 5 marks.

(1×5=5)

13. Draft a detailed grooming check list for aviation professionals to ensure a professional image.