

CONFIDENTIAL

Name of Examination (Please tick, symbol is given)	:	MID		END	✓	SUPPLE	
Name of the College (Please tick, symbol is given)	:	COES		CMES	✓	COLS	
Program/Course	:	BBA(AVO)					
Semester	:	VI					
Name of the Subject	:	Airport Customer Services					
Subject Code	:	BDSA 131					
Name of Question Paper Setter	:	Prof Dr K C Gandhi					
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FOR SRE DEPARTMENT							
Date of Examination	:						
Time of Examination	:						
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UNIVERSITY OF PETROLEUM
AND ENERGY STUDIES



End Semester Examination – April 2017

Program/course:	BBA (AVO)	Semester –	VI
Subject:	Airport Customer services	Max. Marks	: 100
Code :	BDSA 131	Duration	: 3 Hrs
No. of page/s:	9 pages		

This question paper is in FOUR parts. All are compulsory.

Part A

(1.5x10=15 marks)

Write the full form of the following abbreviations?

1. ACI
2. ICAO
3. IATA
4. MIAL
5. CRM
6. MOCA
7. ASQ
8. IVRS

Answer the followings:

9. Which region (worldwide) has the highest percentage of passenger uplift?
10. What is the percentage of cargo (by value) which moves by air?

Part B:

(5x5=25 marks)

Short Answers:

Answer any FIVE .All question are with equal marks

1. What is the term ACTIVE LISTENING?
2. Explain 'MOMENTS OF TRUTH'.
3. Write short notes on "mystery shoppers".
4. What are the tips for handling objections in the customer service?
5. Provide the definition of the passenger in general and in legal terms.
6. Define the term internal customers.

Part C :

(2x10=20 marks)

Long Answers

Answer any TWO questions: All questions carry equal marks

1. What are the sources of stress? Explain them in details.
 2. Describe the users of the airport.
 3. Define the parameters of Airport Service Quality programme of ACI.
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Part D:**CASE STUDY****(40 Marks)**

Please refer to the attached Case study and answer the following questions:

- 1 On which date Singapore Airlines (SIA) flight SQ 006 was crashed & in which country? (1)
 - 2 What is the name of FFP programme of SIA? (1)
 - 3 Write down the initial reaction of SIA and also write down the reaction when it was proved that the accident was due pilot's errors. (3)
 - 4 SIA has been maintaining its service standards continuously and won many awards. Write down names of the award it won and from which organisations. (5)
 - 5 What was the primary reason for the exceptional customer service of SIA? (2)
 - 6 Write short note on the back ground of the SIA and the challenges it faced in becoming the 9th best airlines of the world in 1979. (10)
 - 7 Write down the strategy adopted by SIA in 1973 for its inflight service. (8)
 - 8 Write down the HR policy of SIA in respect of recruitment and training. (10)
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