

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, May 2020**

**Course: Airport Customer Services**  
**Program: BBA AVO**  
**Course code: TRAV 3002/ BDSA131**

**Semester: VI**  
**Time: 03 Hours**  
**Max. Marks: 100**

**Instructions: Answers must be written point wise.**  
**Mention the serial no. correctly against each answer.**  
**No marks will given on attempting both the questions where choice is given.**

**SECTION A (30 marks)**

	<i>Answer the following Questions:</i>	<b>Marks</b>	<b>CO</b>
Q 1	Choose the correct one Customers lost through poor customer services can be replaced <ul style="list-style-type: none"><li>• Business must provide excellent service or expect failure</li><li>• Average customer service will also be beneficial.</li><li>• All of the above</li></ul>	<b>5</b>	<b>CO1</b>
Q 2	What could be the reasons for many businesses not providing proper customer services <ul style="list-style-type: none"><li>• They do not care about serving customers</li><li>• Unaware of how to get started</li><li>• They do not like people</li><li>• See no value to it</li></ul>	<b>5</b>	<b>CO1</b>
Q 3	Allocation of bays is the duties of? Apron control CISF <ul style="list-style-type: none"><li>• Airline</li><li>• None of these</li></ul>	<b>5</b>	<b>CO1</b>
Q 4	The passengers with AVIH allowed to feed the AVIH at halts. Yes , paying extra charge at the time of ticket booking <ul style="list-style-type: none"><li>• Yes, no charges for act of kindness</li><li>• NO not all</li><li>• Can be requested at the boarding gates with the staff on gate.</li></ul>	<b>5</b>	<b>CO2</b>

Q 5	The area between any pax inspection or screening control point and aircraft in which access is controlled. Airside Landside <ul style="list-style-type: none"> <li>• Sterile area</li> <li>• Security hold area</li> </ul>	5	CO2
Q 6	A characteristics for best customer service is <ul style="list-style-type: none"> <li>• Minimum customer connection and interaction</li> <li>• Open body language and good professional communication</li> <li>• Telling the customer all about yourself</li> <li>• Seeing the customer as the commodity</li> </ul>	5	CO2
<b>SECTION B (50 marks)</b>			
	<i>Attempt all questions when no choice given:</i>		
Q 11	What are the major contribution of the airline and airport security staff in the customer service and how are they different from each other?	10	CO3
Q 12	What is the role of the airport customer executive staff when you lose your hand baggage in the arrival aircraft assuming that you were an transfer pax.	10	CO3
Q 13	What do you understand by Passenger <i>Grievance Handling</i> .	10	CO3
Q 14	Explain what do you understand by powered equipment? Explain the functions of any five.	10	CO4
Q 15	As the airline industry is changing, there are different issues and problems that become center stage. What do you think is the biggest challenge for this job?	10	CO4
<b>SECTION-D (20 marks)</b>			
Q 17	What is the importance of Customer handling in Airport?	20	CO4