


Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UPES

End Semester Examination, May 2024

Course: Airport Customer Services

Program: BBA – Aviation Management

Course Code: TRAV2022

Semester: IV

Time: 03 hrs.

Max. Marks: 100

Instructions:

1. Carefully read all instructions before beginning the examination.
2. Answer all questions in the sections as instructed.
3. Write your answers clearly and concisely, adhering to the word limits specified for sections B, C, and D.
4. Ensure that your answers are well-organized and directly address the questions asked.
5. For sections offering a choice, answer only the required number of questions. Extra answers will not be graded.
6. Use of any unauthorized materials, electronic devices, or communication tools during the examination is strictly prohibited.

SECTION A
10Qx2M=20Marks

S. No.	No word limit. Answer all 10 questions.	Marks	CO
Q1.	Which Indian airport recently introduced an Executive Lounge in the domestic security hold area? (a) Indira Gandhi International Airport (b) Chhatrapati Shivaji Maharaj International Airport (c) Visakhapatnam Airport (d) Kempe Gowda International Airport	2	CO1
Q2.	What year did Singapore Airlines (SIA) begin operations? (A) 1970 (B) 1972 (C) 1974 (D) 1976	2	CO1
Q3.	SIA is known for maintaining one of the youngest fleets in the industry by: (A) Leasing all their aircraft (B) Purchasing only Airbus aircraft (C) Recycling aircraft every few years (D) Using aircraft for more than 20 years	2	CO1
Q4.	In response to competitive pressures, SIA introduced lie-flat seatbeds in Raffles Class in: (A) 1998 (B) 2000 (C) 2001 (D) 2003	2	CO1
Q5.	Which Indian airport introduced the Executive Lounge in the domestic security hold area?	2	CO1
Q6.	Augmented Reality (AR) at airports is not used for: (A) Navigation within terminals (B) Baggage handling operations (C) Entertainment for waiting passengers (D) Boarding pass scanning	2	CO1
Q7.	Which airport innovation is directly responsible for enhancing passenger experience through faster check-ins and fewer queues? (A) Mobile boarding passes (B) More baggage counters (C) Increased staff at check-in counters (D) Expanded terminal buildings	2	CO1
Q8.	Match the Following: <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Column A</p> <p>1. RFID</p> <p>2. Biometric Identification</p> </div> <div style="width: 45%;"> <p>Column B</p> <p>A) Global aviation regulatory body</p> <p>B) Emission reduction achievement</p> </div> </div>	2	CO1

	3. IATA 4. ADS-B 5. Carbon Neutral	C) Enhances security and passenger processing D) Technology for tracking aircraft E) Used in baggage management systems		
Q9.	'Marhaba Services' at airports are primarily designed to assist: (A) Business class passengers (B) VIPs and passengers with special needs (C) All international passengers (D) Economy class passengers		2	CO1
Q10.	What unique aspect of customer service did SIA introduce in 1980? (A) Free headsets for all passengers (B) An adjustable headrest in economy class (C) Gourmet meals in all classes (D) Personal in-flight entertainment systems		2	CO1
SECTION B 4Qx5M= 20 Marks				
	Word Limit: 50-100 words per answer. Answer any 4 questions in this section.			
Q11.	Describe the impact of digital transformation on airport customer service.		5	CO2
Q12.	Explain the concept of customer-driven airlines.		5	CO2
Q13.	Briefly discuss how difficult customer interactions are managed.		5	CO2
Q14.	What are the steps involved in the CRM business cycle?		5	CO2
Q15.	Outline the benefits and challenges of implementing biometric identification systems at airport security checkpoints.		5	CO2
SECTION-C 3Qx10M=30 Marks				
	Word Limit: 200-300 words per answer. Answer All 3 questions in this section.			
Q16.	Compare the use of traditional check-in processes with self-service kiosks at airports and discuss their impact on customer service efficiency. Include examples from Indian airports.		10	CO3
Q17.	Analyze the high cost of losing a customer and its impact on airlines.		10	CO3
Q18.	Evaluate the effectiveness of airport branding in improving passenger experience.		10	CO3
SECTION-D 2Qx15M= 30 Marks				
	Word Limit: 300-500 words per answer. Answer all questions in this section.			
Q19.	Customer Service and Brand Identity: Reflecting on Southwest Airlines' mission to deliver high-quality customer service with warmth and friendliness, examine how the airline's no-frills approach and unique boarding process align with its brand identity. Evaluate the impact of these practices on customer loyalty and the airline's competitive positioning in the industry.		15	CO4
Q20.	Southwest Airlines is one of the most successful airlines in the world, known for its unique culture, values, and operating practices. The company was founded in 1967 and started operating in 1971. Southwest Airlines operates more than 4,000 flights every day, serving 100 destinations in the United States and ten additional countries.		15	CO4

The company is known for its low-cost model, with the average fare being significantly lower than its competitors.

Culture and Values: Southwest Airlines has a unique culture and set of values that have been instrumental in the company's success. The company's culture is based on three core values: a warrior spirit, a servant's heart, and a fun-loving attitude. The warrior spirit is reflected in the company's dedication to its mission, while the servant's heart is reflected in the company's focus on serving its customers and employees. The fun-loving attitude is reflected in the company's approach to work, with employees encouraged to have fun and enjoy their jobs.

Operating Practices: Southwest Airlines has several operating practices that differentiate it from other airlines. The company's focus on employees is one of the key factors in its success. Southwest Airlines believes that happy employees lead to happy customers, and it has implemented policies that support this belief. For example, the company has a profit-sharing program that rewards employees for the company's success. Additionally, the company offers extensive training and development programs for its employees, helping them to grow and advance within the company.

Southwest Airlines is also known for its customer service. The company has a reputation for providing excellent customer service, and this is reflected in its on-time performance, baggage handling, and other metrics. Southwest Airlines has also implemented several policies to make flying more convenient and comfortable for its customers. For example, the company offers open seating, allowing passengers to choose their own seats.

Innovation is another key factor in Southwest Airlines' success. The company is always looking for new ways to improve its operations and reduce costs. One example of this is the company's use of a single type of aircraft, the Boeing 737. This allows the company to save money on maintenance and training costs, and it also makes it easier to transfer crews between flights.

- a) What are the three core values of Southwest Airlines? How do they contribute to the company's success?
- b) How does Southwest Airlines differentiate itself from other airlines in terms of employee focus and customer service?
- c) What is the profit-sharing program at Southwest Airlines? How does it support the company's focus on employees?
- d) How does Southwest Airlines use innovation to reduce costs and improve its operations?
- e) What is open seating at Southwest Airlines? How does it benefit customers?

What is the significance of Southwest Airlines' use of a single type of aircraft, the Boeing 737?