

Name:

Enrolment No:



**UPES**

**End Semester Examination, May 2023**

**Course: Airport Customer Services**  
**Program: BBA – Aviation Operations**  
**Course Code: TRAV2022**

**Semester: IV**  
**Time: 03 hrs.**  
**Max. Marks: 100**

**Instructions:**

1. The student must write his/her name and enrolment no. in the space designated above.
2. Read the instructions and questions carefully before starting to write the answers.
3. Manage your time effectively during the exam.
4. Write legibly and avoid any kind of cheating or plagiarism.
5. Review your answers before submitting the exam.
6. Contact the invigilator if you have any queries or issues during the exam.

**SECTION A**  
**10Qx2M=20Marks**

S. No.	Attempt all questions	Marks	CO
Q1.	What are the components of CRM? a) People, processes, and technology b) Marketing, sales, and customer service c) Advertising, promotions, and branding d) Accounting, finance, and operations	2	CO1, CO2
Q2.	What is the CRM business cycle? a) A cycle of acquiring new customers, retaining existing customers, and regaining lost customers. b) A cycle of setting customer expectations, meeting customer expectations, and exceeding customer expectations c) A cycle of advertising, promoting, and branding to customers. d) A cycle of training employees, developing processes, and implementing technology	2	CO1, CO2
Q3.	How can airlines reduce the cost of losing a customer? a) Improve customer service. b) Lower prices c) Offer more flight options. d) All of the above	2	CO1, CO2
Q4.	Define the term "customer-driven airline". a) An airline that is driven by profits only b) An airline that is driven by the needs and wants of its customers. c) An airline that operates in a customer-free environment	2	CO1, CO2

	d) An airline that only serves business customers		
Q5.	What is the main purpose of an airport? a) To provide accommodation for airlines b) To provide a hub for cargo transport c) To provide facilities for air passengers and aircraft d) To provide a location for air traffic control	2	CO1, CO2
Q6.	A characteristic for best customer service is. a) Minimum customer connection and interaction b) Open body language and good professional communication c) Telling the customer all about yourself d) Seeing the customer as the commodity	2	CO1, CO2
Q7.	How can social media be used in customer service at airports? a) Providing customers with real-time updates b) Responding to customer complaints c) Promoting the airport d) All of the above	2	CO1, CO2
Q8.	Which of the following best defines "frontline staff" in the airline industry? a) Senior management employees b) Employees who work in the back-office c) Employees who interact directly with customers d) Security personnel	2	CO1, CO2
Q9.	Which of the following describes the difference between "behind the frontline" and "on the frontline" staff in the airline industry? a) Behind the frontline staff refers to employees who work in the back-office, while on the frontline staff refers to employees who interact directly with customers. b) On the frontline staff refers to employees who work in the back-office, while behind the frontline staff refers to employees who interact directly with customers. c) Behind the frontline staff refers to senior management employees, while on the frontline staff refers to junior employees. d) There is no difference between behind the frontline and on the frontline staff.	2	CO1, CO2
Q10.	A _____ airport is a newly constructed airport on an undeveloped site, while a _____ airport is an existing airport that undergoes expansion or renovation.	2	CO1, CO2
<b>SECTION B</b>			
<b>4Qx5M= 20 Marks (Attempt all questions)</b>			
Q11.	Who is a customer in aviation operations? What are the different types of customers in aviation operations?	5	CO1, CO2

Q12.	What is customer behavior in aviation operations? What factors influence customer behavior in aviation operations?	5	CO1
Q13.	How can airlines build customer loyalty?	5	CO1
Q14.	What are the components of CRM? What are the steps of the CRM process?	5	CO1
<b>SECTION-C</b>			
<b>3Qx10M=30 Marks (Attempt all questions)</b>			
Q15.	Discuss the importance of customer-driven airlines and their impact on customer satisfaction and loyalty.	10	CO1,CO 2
Q16.	"What do you think the reason be behind the difference in the layout of immigration check counters and security frisking counters at Mumbai International Airport Limited (MIAL) compared to other airports built in India?"	10	CO2, CO3
Q17.	You have a customer, unnecessarily rude. How will you handle the Pax? <b>OR</b> Give any incidence where you must have come across the example of customer satisfaction at an Airport.	10	CO2, CO3
<b>SECTION-D</b>			
<b>2Qx15M= 30 Marks (Attempt all questions)</b>			
Q18.	<p>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. The company is known for its low-cost model, with the average fare being significantly lower than its competitors.</p> <p><b>Culture and Values:</b> 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.</p> <p><b>Operating Practices:</b> 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.</p> <p>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.</p>	6*5 marks = 30	CO4

	<p>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.</p> <p>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.</p> <ul style="list-style-type: none"> <li>a) What are the three core values of Southwest Airlines? How do they contribute to the company's success?</li> <li>b) How does Southwest Airlines differentiate itself from other airlines in terms of employee focus and customer service?</li> <li>c) What is the profit-sharing program at Southwest Airlines? How does it support the company's focus on employees?</li> <li>d) How does Southwest Airlines use innovation to reduce costs and improve its operations?</li> <li>e) What is open seating at Southwest Airlines? How does it benefit customers?</li> <li>f) What is the significance of Southwest Airlines' use of a single type of aircraft, the Boeing 737?</li> </ul>		
Q19.	<p>"Explain how recent technological advancements in the aviation industry have transformed airport customer services and improved the passenger experience. Provide examples of these technological trends and their impact on airport operations and customer service management. Your answer should critically evaluate the benefits and limitations of these technological advancements for airport customer services."</p>	<b>15</b>	<b>CO4</b>