

Roll No: -----

**UNIVERSITY OF PETROLEUM
AND ENERGY STUDIES**

End Semester Examination – April, 2018

Program/course: BBA (AVO)
Subject: Airport Customer Services
Code : TRAV 3002
No. of page/s: 4 pages

Semester – VI
Max. Marks : 100
Duration : 3 Hrs

Section A

10*2 = 20

Define the following in 40-50 words each:

1. Timatic
2. Seamen's discharge Books
3. Passenger profiling
4. Direct Passenger Services
5. Aeronautical Revenues
6. Emigration
7. Open Sky Policy
8. Long Stay Visa
9. Deportee
10. Combi aircraft

Section B

2*10 = 20

11. Give the differences between:

- i) Schedule and Non schedule flights
- ii) Perishable and Non Perishable Goods.

12. Explain the handling of any 3 dangerous goods of your choice.

Section C

2*15 =30

13. Explain how are Live Animals transported by Air?

- i) Also give the environment conditions that need to be taken care.
- ii) mention the steps taken in lengthy stopovers enroute.

OR

Explain what are the steps to be followed with example if a passenger with 3 pieces of bags after coming to boarding gates do not want to travel for any reason.

- i) Also explain the role of customer services agent in the case given

14. Give a brief note on BBA and BMA.

OR

In MIAL the international SHA is constructed in a manner where immigration check counters are after security frisking counters, whereas the other airports built in India are vice-versa. What do you think the reason be behind this? Explain.

Section D

2*15 =30

Case Study

On April 9, 2017, four United Express crew members who needed to make it to Louisville for work were moved to a later flight due to a maintenance issue. Passengers had already been called to board the fully booked plane, and when no one volunteered to give up their seat for an \$800 travel voucher, the airline picked four people to bump — including Dr. David Dao, of Elizabethtown, Ky., and his wife.

The other two selected passengers left, but Dao refused to budge. That's when the airline called in Chicago Department of Aviation officers, who ultimately forced Dao from his seat and dragged him off the plane.

The backlash mounted when United initially was slow to apologize and appeared defensive. A couple of weeks later, rival American Airlines also wound up in the hot seat

when a flight attendant was filmed arguing with passengers after reportedly yanking a stroller from a mother holding a baby.

When legislators summoned airline executives and industry leaders to appear before Congress a month later, some blamed the uproar over the Dao incident for rising tension between passengers and crew. Lawmakers complained about practices like overbooking and increasingly crowded cabins that left passengers feeling more like cargo than customers, while industry groups worried flyers would feel entitled to flout the rules.

But by that time, Chicago-based United had reached an undisclosed settlement agreement with Dao, who declined to comment for this story through his attorneys. United also declined to make executives available for comment.

Exactly one month after Dao's flight, United's stock, which lost more than \$500 million of its value in the immediate aftermath, was at an all-time high. At the airline's annual meeting in May, shareholders didn't ask a single question about the incident.

At the time, 38 percent of consumers said they'd be willing to pay extra to fly American rather than United, according to a survey from Morning Consult, which tracks consumers' views on brands. But by November, only 14 percent were willing to pay extra to avoid United, and when the flights were evenly priced, consumers were almost evenly split between the carriers.

If consumers were avoiding the airline, it didn't show up in passenger numbers. In all but one month since Dao's flight, United reported flying more passengers than it had the prior year.

Travelers don't always have many airlines to choose from, and many aren't willing to accept a higher fare or less convenient schedule, or abandon hard-earned frequent flyer perks, just to make a statement.

Andrew Van Singel, a Chicago tax attorney and frequent flyer, said he tried to avoid United after a run of delayed flights a few years ago. But they've "partially redeemed themselves" after a handful of flights this year, which he booked when traveling to places his preferred carriers didn't fly.

He heard about Dao's flight but didn't think it affected his decisions. "I would only write off an airline if it wronged me personally," he said.

15. According to the above narration, how has flying changed and how it hasn't?

16. In reference to context ,Explain how did this incident (behavior of the customer service providers) affected the decisions of passengers to fly with the United Airline?
