

1/16

**2105E751**

Candidate's Seat No : \_\_\_\_\_

**BBA in AVI (NEP) Sem.-4 Examination  
DSC-C-AVI-242**

**Customer Care Services Management & Policies of Service Industries**

**Time : 2-00 Hours]**

**May-2025**

**[Max. Marks : 50**

**Instructions:**

- 1) Figures to the right indicate Full Marks.**
- 2) Do not write anything on the question paper.**
- 3) Do not use scientific calculator.**

1. What is customer care? Discuss importance and fundamentals of customer care. **(10 Marks)**

**or**

Discuss key concepts of customer care. Also discuss various touchpoints of customer care in aviation industry.

2. Highlight customer care guidelines in aviation, hospitality and tourism industry. **(10 marks)**

**or**

Explain the different aspects of customer care in case of special guest handling.

3. What do you understand by 'Conflict in Customer Care'. Discuss its key causes. **(10 Marks)**

**or**

Explain several types of conflicts in service industry also discuss Strategies to Prevent & Manage Conflicts.

4. What is customer feedback? Discuss its sources and importance in service industry. **(10 Marks)**

**or**

Discuss barriers and challenges in customer service and strategies to overcome them.

5. Write short notes on the following terms related to the customer care: **(any 2) (10 Marks)**

a) Customer Handling    b) Communication Process    c) Service Recovery

---