

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