

IMBA 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. Explain the role and importance of effective customer care in service industry. **(10 Marks)**

or

Define communication, explain its process and importance in customer service.

2. Discuss various aspects of customer handling & special handling in customer care? **(10 marks)**

or

What are the various airline policies for customers in aviation industry? Discuss in detail.

3. Explain various steps in Complaint Handling. Also discuss some common customers' complaints with airline companies. **(10 Marks)**

or

What are the major causes of customer conflicts? Explain several types of conflicts in service industry?

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

or

Discuss communication and technologies barriers 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) Touchpoints

b) Digital communication

c) Service Recovery