

IMBA in AVI Sem.-4 Examination**IMBAAVT-123****Customer Care Services Management & Policies of Service Industries****Time : 2-30 Hours]****May-2025****[Max. Marks : 70**

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 various touch points of customer care. **(14)**
2. Define communication, explain its importance in customer service. **(14)**

or

Explain in detail the customer policies in aviation industry.

3. Explain several types of conflicts in service industry? **(14)**

or

Discuss customer care guidelines for Aviation industry.

4. What is customer feedback? Discuss its importance in service industry. **(14)**

or

Discuss various communication barriers in customer service.

5. Write short notes on the following terms related to the customer care **(14)**
 - a) Technological Barriers
 - b) Service Recovery
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