



'সমানো মন্ত্র: সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**  
BBA(TAH) Programme 2nd Semester Examination, 2023

**DSC4-BBA(TAH)**

**CUSTOMER SERVICE AND PASSENGER HANDLING**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any four of the following questions**

3×4 = 12

1. Explain the Moment of Truth. 3
2. Describe a High Roller Customer. 3
3. How do you identify a Potential Customer? 3
4. Write about Passport. 3
5. What are the different types of Property Irregularity in Baggage Handling? 3
6. What are the Customer Expectations? 3

**GROUP-B**

**Answer any four of the following questions**

6×4 = 24

7. Write about the three Behaviour Styles? Describe an Aggressive Customer. 3+3
8. Identify six steps for effective customer relations. 6
9. What kind of attention do physically challenged passenger need onboard an Aircraft? 6
10. Distinguish between empathy and sympathy. 6
11. What are the Aircraft Handling Services? 6
12. Why is Integrated Planning Solution needed? 6

**GROUP-C**

**Answer any two of the following questions**

12×2 = 24

13. Describe the role to be performed by Customer Service Representative. 3+3+3+3
  - (i) Partner
  - (ii) Eliminator and Communicator
  - (iii) Marketer and Expert
  - (iv) Customer Service Representative.
14. Explain the importance of Rapport Building. State the guidelines for Rapport Building. 6+6
15. As an Airline PR staff, how will you handle the following passengers? 6+6
  - (a) Unaccompanied Minor
  - (b) Expectant Mother and Mothers with infant.
16. Who is a Customer? Write the ten rules of Effective Customer Relations. 2+10

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