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Reg. No. :

D 1076 **Q.P. Code : [13 DBBA-ACM 01]**

(For the candidates admitted from 2013 onwards)

B.B.A. DEGREE EXAMINATION, MAY 2014.

First Year

Part III — Airport and Customer Care Management

INTRODUCTION TO AVIATION INDUSTRY

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Describe the outcomes of Chicago convention.
2. Write an account of SSR Codes.
3. Prepare a layout for aircraft.
4. Briefly explain billing and settlement plan.
5. Discuss reservation in Galileo reservations.
6. Explain the documents related to FIATA.

7. Present a glossary of aviation terms and abbreviations.
8. Write notes on:
 - (a) ICAO
 - (b) Embraer
 - (c) Foreign exchange
 - (d) Amadeus.

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Q.P. Code : [13 DBBA-ACM 02]

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B.B.A. DEGREE EXAMINATION, MAY 2014.

First Year

Part III — Airport and Customer Care Management

PRINCIPLES OF MANAGEMENT AND BUSINESS ENVIRONMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Is Management art or Science. Comment.
2. Discuss the planning process and steps involved in planning.
3. What is meant by Staffing? Give the steps involved in staffing. What is the importance of staffing in managing organizations? Give suitable examples.
4. Explain environmental analysis and point out its significance.

5. Discuss the applications of economics and statistics in business decisions
6. Describe the positive and negative aspects of an informal organisation. What should a manager do to harmonise informal organisation with formal organisation.
7. Explain the various forces affecting the business and its environment.
8. Write notes on the following:
 - (a) Scientific management
 - (b) Consumer movement.

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First Year

Part III— Airport and Customer Care Management

COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. How does communication revolution affect our life? – Explain.
2. Explain the scientific principles that make the different forms of communication more effective.
3. “Nothing can be simpler or more complex than interpersonal communication” – Discuss.
4. Describe the techniques of development communication.

5. Explain the process of communication and the main objectives of communication in an organisation.
6. What are the advantages and disadvantages of using telephone as a medium of communication? Explain.
7. Discuss the importance of listening in communication. How do you become an active listener?
8. Write notes on the following :
 - (a) Public speaking
 - (b) Process of controlling.

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D 1157 **Q.P. Code : [13 DBBA-ACM 05]**

B.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Part III — Airport and Customer Management

AIRLINES AND TRAVEL MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Elaborate on the evolution and growth of airline industries in India.
2. What is IATA codes? Discuss the various location identifier codes of airports and airlines. State its objectives and benefits.
3. Discuss on the travel documents required for passengers.
4. Define "passport" and explain the rules regarding its validity, its different types and the general information contained in it.

5. What do you mean by dangerous goods? Explain its various classes.
6. What do you mean by baggage tag? Explain the different types of baggage tags.
7. Explain in detail about the international air cargo standards.
8. Elucidate the cargo loading and unloading procedures.

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D 1161 **Q.P. Code : [13 DBBA – ACM 06]**

(For the candidates admitted from 2013 onwards)

B.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Part III — Airport and Customer Care Management

PEOPLE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carriers equal marks.

(5 × 20 = 100)

1. Discuss the various functions of personnel management.
2. Explain the organisational structure of personnel management in an organisation.
3. What are the limitations of manpower planning? Suggest remedies.
4. Explain in detail the various external sources of Recruitment.

5. Describe the importance of training.
6. Discuss the various methods available for approving the performance of Employees.
7. Discuss in detail the Internal and external factors influencing change.
8. Explain the causes of conflicts in a workplace. How it can be solved?

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**Q.P. Code : [13 DBBA –
ACM 07]**

B.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Part III — Airport and Customer Care Management

AIR TRANSPORT ESSENTIALS

Time : Three hours

Maximum : 100 marks

FIVE out of Eight questions to be answered.
(5 × 20 = 100)

1. Explain the following trips :
 - (a) One way trip
 - (b) Round the world trip
 - (c) Return trip.
2. Write a brief note on different types of airport taxes.
3. Describe the importance of pair of aileron and write a brief note on different types of aileron.

4. Discuss in detail how to handle special passengers and explain the basics of grooming with its importance.
5. Elucidate the importance of rudders in an aircraft and explain the role of elevators in flying.
6. Explain RADAR signal processing and its application in an aircraft. Describe the usage of GPRS in aircraft.
7. What is a landing gear? Give details of the different types of steering in an aircraft and describe the shock absorbing mechanism.
8. Explain in detail about the different steps involved in boarding.

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Q.P. Code : [13 DBBA-ACM 08]

B.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Part III — Airport and Customer Care Management

**CUSTOMER SERVICE AND HOSPITALITY
MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 =100)

1. Explain the different types of Customers.
2. What do you mean by "Expectation"? What are the determinants of Customer Expectations?
3. Explain the ways of identifying the needs of Customer.
4. Who are VIP Customer? Is there any special treatment and offers to them? Explain.

5. What is customer satisfaction? What are the ways to measure it? Explain.
6. Explain the methods to deal difficult situations at Airport.
7. Write short notes on the following :
 - (a) Reception enquiry.
 - (b) Form Filling.
 - (c) Guiding Passengers.
 - (d) Arrival notification.
8. Discuss the duties and responsibilities of front office staffs in Airports.



Q. P. Code: 13BBA-ACM04

(For candidates admitted from 2011 onwards)

B.B.A. Degree Examinations, May- 2014

Part : III Branch : Air port and Customer care Management

Second Year

ORGANISATIONAL BEHAVIOUR

Time: 3 hours

Maximum :100 marks

Answer any FIVE Questions

All questions carry equal marks

1. Describe the determinants of job satisfaction.
2. Write about Mc Gregor's theory – X and theory – Y of work motivation.
3. Explain the different types of group in an organisation.
4. "Stress coping strategies can be adopted at individual level as well as at organisational level." Explain these strategies and their role in managing stress effectively.
5. List out the types of organisational structures and bring out the relationship between the organisational design and employee behaviour.
6. What are the causes for resistance to change? – Explain.
7. Describe the various OD models.
8. Describe the implications of personality at work.

THE END