



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

BBA(TAH) Programme 2nd Semester Examination, 2022

DSC4-BBA(TAH)

CUSTOMER SERVICE AND PASSENGER HANDLING

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.
All symbols are of usual significance.*

GROUP-A

Answer any four of the following questions

3×4 = 12

1. List the skills of a Customer Service Representative. 3
2. Describe Passport as a document required for International travel. 3
3. Write the full forms of the following: 1×3 = 3
(i) VVIP (ii) PIR (iii) GHA
4. How many types of Customers are there? Name them. 3
5. Who is a Customer? 3
6. Explain the moment of truth. 3

GROUP-B

Answer any four of the following questions

6×4 = 24

7. What are chronic complainer customer and how to handle him? 6
8. Identify six steps for effective customer relations. 6
9. Distinguish between Empathy and Sympathy. 6
10. Describe (a) The Baggage Handling Services (b) Cargo Handling Services. 3+3 = 6
11. What kind of attention do physically challenged passenger need onboard? 6
12. Define behaviour styles and explain. 6

GROUP-C

Answer any two of the following questions

12×2 = 24

13. Explain the importance of Rapport building. State the guidelines for Rapport building. 6+6 = 12
14. How do the authorities handle cases of Lost, Damaged and Pilfered baggage? 12
15. Describe the various areas in Passenger Terminal 4+4+4=12
- (i) Departure Area
 - (ii) Transit Area
 - (iii) Arrival Area.
16. Describe the role to be performed by Customer Service Representative 3+3+3+3=12
- (i) Partner
 - (ii) Eliminator and Communicator
 - (iii) Marketer and Expert
 - (iv) Customer Service Representative.

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