KLE Society's
S. NIJALINGAPPA COLLEGE

II-Block, Rajajinagar, Bengaluru-10
Re-accredited by NAAC at A⁺ grade with 3.53 CGPA
College with UGC-STRIDE Component – I
Phone: 080-23526055, 080-23325020, Fax 080-23320902
Website: www.klesnc.org   E-mail: info@klesnc.org   kleaccts@yahoo.com

---

DEPARTMENT OF BBA

V SEMESTER BBA AVIATION
I INTERNAL EXAMINATION- NOVEMBER 2023
ENTERPRENEURSHIP DEVELOPMENT

Date: 15/11/2023
Time: 1 Hour 30 Mins   **Max marks: 50**

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.

a) Define Entrepreneur

b) List two factors influencing Entrepreneurship

c) Mention four types of Entrepreneurs

d) Expand MSME

e) Give the meaning of Imitative and Fabian Entrepreneurs? With example

f) Mention any 4 products manufactured by SSI

g) Give the meaning of cottage industries

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. Briefly explain the factors influencing entrepreneurship

3. What are the qualities of a successful entrepreneur?

4. Short note on: Policies governing SSI

5. Explain the role played by SSI in the development of an Economy

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   (2*12=24)

6. Explain the types of Entrepreneurs

7. Explain the ownership pattern of small scale enterprises or industries

8. Discuss in detail problems faced by SSI & Remedies to overcome the problems of SSI

SECTION- D

IV. Answer any one of the following questions, carrying six marks each   (6*1=6)

9. Explain the functions of Entrepreneurs

10. Briefly write about any 2 successful Entrepreneurs

KLE Society's
S. NIJALINGAPPA COLLEGE
II-Block, Rajajinagar, Bengaluru-10
Re-accredited by NAAC at A⁺ grade with 3.53 CGPA
College with UGC-STRIDE Component – I
Phone: 080-23526055, 080-23325020, Fax 080-23320902
Website: www.klesnc.org   E-mail: info@klesnc.org   kleaccts@yahoo.com

DEPARTMENT OF BBA

V SEMESTER BBA AVIATION
I INTERNAL EXAMINATION- NOVEMBER 2023
CUSTOMER RELATIONSHIP MANAGEMENT

Date: 17.11.2023
Time: 1 Hour 30 Mins   Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

a) What are multi channel customer services?
b) What is omnichannel?
c) Airline deregulation?
d) Mobile application?
e) What is low-cost carrier?
f) Benefits of alliances for airlines?
g) Major airlines in India?

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. The role of the internet in aviation industry?
3. What are the global alliances? Explain
4. Needs and expectation of customer?
5. Duties and responsibilities of front line staff?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   (2*12=24)

6. Airline Industry Challenges? Explain
7. Customer services needs and expectations of consumers? Explain
8. What are entities that engage in aviation-related activities?

(17)

DEPARTMENT OF BBA

V SEMESTER BBA GENERAL
I INTERNAL EXAMINATION- NOVEMBER 2023
LOGISTICS AND AIR CARGO MANAGEMENT

Date: 15.11.2023
Time: 1 Hour 30 Mins

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.

a) Explain Transportation in Logistics

b) Main difference between inbound and outbound logistics

c) Define Packaging and labeling as components of logistics

d) Definition of logistics

e) Procurement and Purchasing as Functions of logistics

f) Explain Distribution network design as Transportation Functions

g) Define Water Transportation in logistics.

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. Mention 5 Transportation Functions

3. Name and Explain the 4 Modes of Transportation

4. What is inbound and outbound logistics?

5. In recent years what were the changes that occurred in Air logistics?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   (2*12=24)

6. Explain the Evolution of logistics.

7. Components of logistics Management.

8. Name and explain all the Activities of Logistics.

SECTION- D

IV. Answer any one of the following questions, carrying six marks each   **(6*1=6)**

9. What is Logistics in Business?

10. Key differences in Inbound and Outbound Logistics Include.

KLE Society's
S. NIJALINGAPPA COLLEGE
II-Block, Rajajinagar, Bengaluru-10
Re-accredited by NAAC at A⁺ grade with 3.53 CGPA
College with UGC-STRIDE Component – I
Phone: 080-23526055, 080-23325020, Fax 080-23320902
Website: www.klesnc.org   *E-mail: info@klesnc.org*   *kleaccts@yahoo.com*

DEPARTMENT OF BBA

V SEMESTER BBA AVIATION
I INTERNAL EXAMINATION- NOVEMBER 2023
PASSENGER SERVICE MANAGEMENT

Date: 16.11.2023
Time: 1 Hour 30 Mins   **Max marks: 50**

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   **(5*2=10)**

1.
a) To whom we cannot allocate emergency exit row seat?
b) What is the MAAS?
c) Define MCO?
d) Define Go Show Passenger?
e) What is FFP? And define?
f) What is CUSS check-in?
g) Define Through Check-in?

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   **(2*5=10)**

2. What is the Definition of Customer Service?
3. Define Inadmissible Passenger?
4. How many types of baggage tags?
5. What is EMD and Explain about EMD?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   **(2*12=2**

6. What are the types of Customer Service with Examples?
7. What are the special Handling Passengers and explain?

KLE Society's
S. NIJALINGAPPA COLLEGE
II-Block, Rajajinagar, Bengaluru-10
Re-accredited by NAAC at A⁺ grade with 3.53 CGPA
College with UGC-STRIDE Component – I
Phone: 080-23526055, 080-23325020, Fax 080-23320902
Website: www.klesnc.org   E-mail: info@klesnc.org   kleaccts@yahoo.com

DEPARTMENT OF BBA

V SEMESTER BBA GENERAL & AVIATION
I INTERNAL EXAMINATION- NOVEMBER 2023
DIGITAL MARKETING

Date: 18-11-2023
Time: 1 Hour 30 Mins   **Max marks: 50**

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.
a) Explain or Define Digital Marketing
b) Write Any 5 Digital Marketing Platforms
c) Writing Steps **Create & Post (Send Social Media) Template Design** Using Canva.
d) What is Email Marketing?
e) How to Tracking & send Emails (Writing steps)
f) What is Email Bounce?
g) Write 5 Points drive leads from email Creation.

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. Brief Explain Content Marketing & what is marketing Goals?
3. Write the Steps for Email Marketing Designing?
4. Write Steps generate Email creation? & Write Any 7 Free Email Platforms?
5. What are Opt-List? Explain Types of Optimization?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   (2*12=24)

6. Write the steps effectively promote content and analyzing your content?

7. Why Importance Digital marketing Student, Professional & Freelancer ?

8. Write Brief Details about Emails Open Rate & CTR of Emails?

SECTION- D

IV. Answer any one of the following questions, carrying six marks each (6*1=6)

9. Explain Professional & Personal Email Marketing ?

10. Explain Keyword & What is SEO? Write Any 5 Free SEO Tools?

KLE Society's
S. NIJALINGAPPA COLLEGE
II-Block, Rajajinagar, Bengaluru-10
Re-accredited by NAAC at A⁺ grade with 3.53 CGPA
College with UGC-STRIDE Component – I
Phone: 080-23526055, 080-23325020, Fax 080-23320902
Website: www.klesnc.org   *E-mail: info@klesnc.org*   *kleaccts@yahoo.com*

(89)

DEPARTMENT OF BBA

V SEMESTER BBA GENERAL & AVIATION
I INTERNAL EXAMINATION- NOVEMBER 2023
EMPLOYABILITY SKILLS

Date: 17.11.2023
Time: 1 Hour
                                                            Max marks: 30

SECTION A

I Write any Two of the following   **2X2=04**

1.

a. What is the process of effective Communication and write on the importance of each?

b. What defines a team and what are the benefits of team work?

c. What do you understand by the terms 'conflict resolution' and give suggestions on how conflicts can be resolved

d. Why is Relationship Building important and how do you build a good relationship?

SECTION B

II Answer any two of the following   **2 X 5=10**

2. What are the characteristics of a good Leader?

3. Define the 2 areas of Communication and give examples

4. What are the benefits of being a good Communicator?

5. What are the barriers to Communication?

SECTION C

III Answer the following   **2 X 8 = 16**

6. As a team you are faced with a situation where you client is very influential. To lose them would be highly damaging to the company. As a team, you would just do anything within reason to retain them. What would you and the team do to retain your client?

7. Two of your team-mates have a dispute regarding project completion and deadlines. The disagreement has escalated, and they are now unable to communicate directly without arguments arising. As the Team leader, how would you sort out this dispute and bring about an end to this conflict resolution.

KLE Society's

S. NIJALINGAPPA COLLEGE

II-Block, Rajajinagar, Bengaluru-10
Re-accredited by NAAC at A⁺ grade with 3.53 CGPA
College with UGC-STRIDE Component – I
Phone: 080-23526055, 080-23325020, Fax 080-23320902
Website: www.klesnc.org   E-mail: info@klesnc.org   kleaccts@yahoo.com

DEPARTMENT OF BBA

V SEMESTER BBA AVIATION
II INTERNAL EXAMINATION- JANUARY 2024
ENTERPRENEURSHIP DEVELOPMENT

Date: 3/1/2024
Time: 2 Hours
                                         Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   **(5*2=10)**

1.

a) How does Location help in the success of a Business Venture?

b) Give the meaning of opportunity

c) List out DO's of a Business plan

d) Expand SWOT

e) Give the meaning of goal setting

f) Mention 5 aspects of Business plan

g) Mention two importance of Business Plan

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   **(2*5=10)**

2. Briefly explain the importance of a Business Plan

3. What are External & Internal (Macro\Micro) factors influencing business?

4. Short note on: PESTEL ANALYSIS

5. Explain the role played by SSI in the development of an Economy
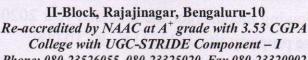
SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12

6. Briefly explain the outline summary of a typical Business plan format

7. Discuss the various steps involved in starting SSI

8. Explain the various steps in Business Plan

SECTION- D

IV. Answer any one of the following questions, carrying six marks each (6*1=6

9. Do's & Don'ts in Preparing Business plan

10. Discuss various stages of Identifying Business Opportunities

KLE Society's

S. NIJALINGAPPA COLLEGE

II-Block, Rajajinagar, Bengaluru-10
Re-accredited by NAAC at A⁺ grade with 3.53 CGPA
College with UGC-STRIDE Component – I
Phone: 080-23526055, 080-23325020, Fax 080-23320902
Website: www.klesnc.org   *E-mail: info@klesnc.org*   kleaccts@yahoo.com

DEPARTMENT OF BBA-GENERAL & BBA-AVIATION
II INTERNAL ASSESSMENT-2024
INCOME TAX- I

Semester:V   Date:
Time: 2 Hours   Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.
a) Define Tax.
b) Who is non-resident?
c) State the basic conditions for determining the residential status of an individual.
d) What is Standard rent?
e) Define Annual value.
f) What is Agricultural income?
g) What is vacancy period?

SECTION –B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. Calculate Gross Annual value of Mr. Ajay from the following particular given
below:
  Actual Rent- Rs.8,500 p m
  Municipal Value- Rs.65,000 p a
  Fair Rental Value- Rs. 69,000 p a
  Standard Rent – Rs.55,000 p a
The assesse could not realize rent for one month during the previous year 2020-21

3. Sri Suresh has the following incomes for the financial year 2020-21
   a) Income from house property situated in U K- Rs.10,000
   b) Income from salary received in India for services rendered in USA – Rs.58,000
   c) Profits from Business in Pakistan controlled from India- Rs.1,10,000
   d) Profit from Delhi business- Rs.1,20,000
   e) Agricultural income in India- Rs.12,000
   f) Income earned in Australia and received there but brought to India- Rs.80,000

   Compute the income of Sri. Suresh for the Assessment year 2021-22 if he is Resident, Not ordinarily resident and Non-resident.

4. Mr. Priya Krishna an Indian citizen left India on 28th October 2016 for the first time to U.K for the purpose of employment. He visits India every year and stays here from 15th April to 10th September since 2017-18. What will be his residential status for the Assessment year 2021-22?

5. Explain the canons of Taxation.

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   (2*12=24)

6. Following are the incomes of Mr.Vishnu for the previous year 2020-21
   a) Received Rs.20,000 in India, which accrued in England
   b) Income earned in India but, received in England Rs.10,000
   c) Income earned are received in Africa, but brought to India Rs.5,000
   d) Income earned and received in Japan from a business which was controlled and managed in Japan Rs.10,000
   e) Rs.16,000 was untaxed foreign income of some earlier year which was brought to India in the previous year.
   f) Interest on Fixed deposits in SBI, Bengaluru Rs.12,000
   g) Income from Agriculture in Africa Rs.10,000
   h) Dividends received in UK from an American company Rs.10,000
   i) Salary income for three months for working in Indian Embassy's office in Australia and salary received there Rs.72,000

j) Income from house property in Mumbai Rs.1,00,000

k) Pension income from Belgium for services rendered in India with Limited company Rs.20,000

l) Gift from a relative Rs.80,000

Compute Gross Total Income, If Mr. Vishnu is Ordinarily Resident , Not Ordinarily Resident and Non Resident.

7. Mr. Peter a foreign national came to India from UK on 01.04.2018 for the first time. He stay continuously for 4 years and went to Japan on 01.04.2014. He however returns to India on 01.08.2014 and went to UK on 20.01.2020. He came to India on 01.10.2020. What is his residential status for the A.Y 2021-22?

8. From the following information compute annual value of the properties for the A.Y 2021-22

Particulars	House I	House II	House III
Fair rental value	60,000	50,000	56,000
Municipal value	50,000	54,000	58,000
Standard rent	56,000	62,000	65,000
Actual rent	60,000	64,000	58,200

SECTION- D

IV. Answer any one of the following questions, carrying six marks each   (6*1=6)

9. Explain the following terms

a)Actual Rent b) Municipal valuation c) Fair rental value d)Standard rent

10. Determine the legal status of the following persons

a)XYZ and Co.

b) Reddy Jana Sangha

c) Reliance Industries Limited

d) Thirumala Tirupathi Devasthanam

e) Mr. Rajesh, an employee

f) Reserve Bank of India

KLE Society's
S. NIJALINGAPPA COLLEGE
II-Block, Rajajinagar, Bengaluru-10
Re-accredited by NAAC at A⁺ grade with 3.53 CGPA
College with UGC-STRIDE Component – I
Phone: 080-23526055, 080-23325020, Fax 080-23320902
Website: www.klesnc.org   E-mail: info@klesnc.org   kleaccts@yahoo.com

---

DEPARTMENT OF BBA

V SEMESTER BBA GENERAL & BBA AVIATION
II INTERNAL EXAMINATION- JANUARY 2024
EMPLOYABILITY SKILLS

Date: 5/1/2024
Time: 2 Hours   **Max marks: 50**

1) In a certain code 'CORNER' is written as GSVRIV. How is CENTRAL in that code?

A. DFOUSBM   B. GIRXVEP   C. GJRYVEP   D. GNFJKER

2) If A=Z, B=Y, C=X and so on, then what will be the code of BLACK?

A. OYZXP   B. YOZXP   C. YOZPX   D. YOXZP

3) In a certain code, 'this is the tree' is written as '2153', 'the green tree' is written as '573' and 'tree of life' is written as '309'. Which symbol stands for 'the'?

A. 2   B. 3   C. 5   D. 0

4) In a certain language, 'tea' is called 'coffee', 'coffee' is called 'salty', 'salty' is called 'sweet' and 'sweet' is called 'tasty', then the 'sweet coffee' will be coded as

A. tasty tea   B. salty tasty   C. tea tasty   D. tasty salty

5). Shyam walked 25 m towards south. Then he turned to his left and walked 20 m. He then turned to his left and walked 25 m. He again turned to his right and walked 15 m. At what distance is he from the starting point and in which direction?

A. 35 m East   B. 35 m North   C. 30 m West   D. 45 m East

6).The population of a village is 5000 and it increases at the rate of 2% every year. After 2 years, the population will be:

A).5116   B).5202   C).5200   D). 5204

7) What is 30 % of 80?

A. 24.   B. 18   C. 28   D. 36

8) What is 20% of 25% of 300 ?

A. 15   B. 45   C. 60   D. 150

9) A person buys an article for Rs 200 and sold it for Rs 240, What is his profit in percentage

A. 50%   B.60%   C.25%   D.20%

10) In a college, the ratio of the number of boys to girls is 8 : 5. If there are 160 girls, the total number of students in the college is

A. 216   B. 316   C. 616   D. 416

11) Rahul spends 40% of his salary on food, 20% on house rent, 10% on entertainment and 10% on conveyance. If his savings at the end of a month is Rs.1500, then salary per month is?

A. Rs.15000   B. Rs.7500   C. Rs.37500   D. Rs.75000

12) Chethan started a business with Rs.36000 and Madhan joins him after 6 months with an investment of Rs.60000. What will be the ratio of the profits of chethan and madhan at the end of year?

A. 4 : 3   B. 6 : 5   C. 8 : 5   D. 5 : 6

13)What is the percentage change in the rent of the house if on the month of January it was Rs. 10,000 and in the month of March it is Rs. 15,000?
A.20%   B. 30%   C. 50%   D. 35%

14). 824   12   36   18   54   ?

A. 162   B. 108   C. 27   D. 26

15). 5 1123   47   95   ?

A. 181   B. 191   C. 204   D. 273

16). 1800   ?   60   15   5   2.5

A. 300   B. 540   C. 600   D. 900

17)The ratio of present ages of Nisha and Shilpa is 7 : 8 respectively. Four years hence this ratio

becomes 9 : 10 respectively. What is Nisha's present age?

A. 18 years   B. 16 years   C. 14 years   D. None of these

18) If 'LIONESS' is coded as *?#@%$$ and 'MEN' is coded as ^%@ , then how will you code the 'MISSION'?

A. ^?$$?#@   B. #^$?*%@   C. ^#$*?%@   D. ^$#?*%@

19) A dishonest vendor professes to sell fruits at the cost price but he uses false weight of 800 grams instead of 1 kg weight. Find his gain percentage?

A. 22%   B. 24%   C. 25%   D. 30%

20) Bananas are bought at the rate of 6 for Rs. 5 and sold at the rate of 5 for Rs. 6. Profit per cent is:

A. 36%   B.42%   C. 44%   D. 48%

21). A can complete a work in 20 days, B can complete the same work in 30 days, If both are working together in how many days will they complete the work ?

A. 12 days B. 15days   C. 20days   D. 22days

22). 39 person can repair a road in 12 days working 5 hours a day. In how many days will 30 persons working 6 hours a day complete the work?

A. 10   B. 13   C. 15   D. 18

23). A and B can complete a work in 15 and 18 days respectively. They begin the work together but after 5 days A left the work. In how many days B completes the remaining work?

A. 7 days B. 20 days C. 16 days   D. 15 days

24). If 2 men or 4 women can do a work in 22 days. How long will 4 men and 3 women take to complete the work?

A. 4 days B. 8 days   C. 16 days   D. 24 days

25).By selling an article for Rs 390 a shop keeper gains a profit of 30%. Find the cost price?
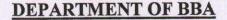
A. 250.   B. 300   C.280.   D.320

KLE Society's
S. NIJALINGAPPA COLLEGE
II-Block, Rajajinagar, Bengaluru-10
Re-accredited by NAAC at A⁺ grade with 3.53 CGPA
College with UGC-STRIDE Component – I
Phone: 080-23526055, 080-23325020, Fax 080-23320902
Website: www.klesnc.org   *E-mail: info@klesnc.org*   *kleaccts@yahoo.com*

DEPARTMENT OF BBA

V SEMESTER BBA GENERAL & BBA AVIATION
II INTERNAL EXAMINATION- JANUARY 2024
Digital Marketing

Date: 06/01/2024

Time: 2 Hours   **Max marks: 50**

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.

a) Define Search Engine Optimization (SEO).

b) Explain the ecosystem of a search engine.

c) Differentiate between on-page optimization (OPO) and off-page optimization.

d) What is the importance of keyword research in SEO?

e) Name two tools used for keyword research and analysis.

f) Briefly discuss the recent updates from Google.

g) Explain the purpose of Google Webmaster Tools.

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. Discuss the growth of Search Engine Optimization (SEO) in recent years and its impact on online visibility.

3. Explain the key terminologies in Google AdWords and the account structure.

4. Describe the process of setting up an AdSense account and creating new ad units.

5.Elaborate on the significance of Social Media Marketing (SMM) and its impact on different platforms.

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   (2*12=2

6. How do you schedule a Meeting?

7. Discuss the importance of Page Rank tools in SEO.

8. Explain the ecosystem of a search engine.

SECTION- D

IV. Answer any one of the following questions, carrying six marks each   (6*1=6)

9. Discuss the limitations of AdSense and when it is best to use it.

10. How do you schedule a Meeting?

KLE Society's

S. NIJALINGAPPA COLLEGE

II-Block, Rajajinagar, Bengaluru-10
Re-accredited by NAAC at A⁺ grade with 3.53 CGPA
College with UGC-STRIDE Component – I
Phone: 080-23526055, 080-23325020, Fax 080-23320902
Website: www.klesnc.org   E-mail: info@klesnc.org   kleaccts@yahoo.com

DEPARTMENT OF BBA

V SEMESTER BBA AVIATION
II INTERNAL EXAMINATION- JANUARY 2024
PASSENGER SERVICE MANAGEMENT

Date: 04/01/2024

Time: 2 Hours

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.

a) What is the customer E-ticket?

b) Definition of Dangerous Goods?

c) What is the Customs declaration form?

d) What is the TWOV program?

e) Define the Passenger layover time?

f) Define hidden dangerous goods?

g) What is the DG information must be marked and labeled?

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. What is the Definition of check-in?

3. What is the APIS explain?

4. What is the Definition of visa and explain?

5. Define ECR and ECNR passport?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   (2*12=24

6. Explain the response of Bomb threat in aviation?

7. Benefits of TIMATIC?

8. What are the airline's responsibilities of DG handling?

KLE Society's

S. NIJALINGAPPA COLLEGE

II-Block, Rajajinagar, Bengaluru-10
Re-accredited by NAAC at A⁺ grade with 3.53 CGPA
College with UGC-STRIDE Component – I
Phone: 080-23526055, 080-23325020, Fax 080-23320902
Website: www.klesnc.org   E-mail: info@klesnc.org   kleaccts@yahoo.com

DEPARTMENT OF BBA

V SEMESTER BBA GENERAL
II INTERNAL EXAMINATION- JANUARY 2024
LOGISTICS AND AIR CARGO MANAGEMENT

Date: 3/1/2024
Time: 2 Hours

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each. (5*2=10)

1.
a) What is Production Strategy in Integrated Logistics?
b) How does Demand Forecasting Help in SCM?
c) Define Packaging and labeling as components of logistics
d) What is a Bullwhip Effect?
e) Definition of Supply Chain Management?
f) Explain Distribution network design as Transportation Functions
g) What are Supply chain Drivers?

SECTION -B

II. Answer any two of the following questions, carrying five marks each. (2*5=10)

2. Mention 5Ps in Logistics
3. Difference between Logistics and Supply Chain Management
4. What is inbound and outbound logistics?
5. Causes of the Bullwhip Effect.

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.
(2*12=24)

6. Objectives of Integrated Logistics.
7. Components of logistics Management.
8. Name and Explain the Internal and External Supply Chain Drivers.

SECTION- D

IV. Answer any one of the following questions, carrying six marks each
(6*1=6)

9. 7R's in Logistics?

10. Key differences in Inbound and Outbound Logistics Include.

KLE Society's

S. NIJALINGAPPA COLLEGE

II-Block, Rajajinagar, Bengaluru-10
Re-accredited by NAAC at A⁺ grade with 3.53 CGPA
College with UGC-STRIDE Component – I
Phone: 080-23526055, 080-23325020, Fax 080-23320902
Website: www.klesnc.org   E-mail: info@klesnc.org   kleaccts@yahoo.com

DEPARTMENT OF BBA

V SEMESTER BBA AVIATION
II INTERNAL EXAMINATION- JANUARY 2024
CUSTOMER RELATIONSHIP MANAGEMENT

Date: 5/1/2024
Time: 2 Hours
                                                    Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

a) Listening skills?
b) A better standard of customer services?
c) Clear communication protocols?
d) Crisis management?
e) Airline industry challenges?
f) How resolve your complaints at voxya?
g) Nonverbal communication?

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2.Barriers to effective listening?
3. 5 most common types of customer complains?
4. Handling common question from customer?
5. Airline responds and customer complaints through social media?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   (2*12=24)

6. What is legitimate and illegitimate?
7. Preventing complaints? Explain
8. Characteristics of the 4 social styles?