

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2021

Course: Airport customer service

Semester: VI

Programme: BBA AVO

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A Answer all the questions (20 Marks)

Statement of Question	Marks	CO
1. An _____ is the process of introducing something new by translating an idea or invention into a good or service that creates value or for which customers will pay.	5	CO2
2. The airport's response when customer service breaks down is called _____ a. Customer satisfaction b. Service recovery c. Customer centric d. Service delivery	5	CO3
3. The difference between the customer's perceived experience and his or her expectation is known as _____	5	
3. The regulatory responsible for, airlines applied for the right to operate a. DGCA B. FAA C. CAB D. ICAO	5	CO2
4. The development _____ also created competition among connecting Airports. a. open sky policies b. Deregulation c. Hub and spoke. d. PPP	5	CO1
5. _____ integrated into the way aviation business is done by all departments and staff with the support of airport management.	5	CO1

6. _____ is major function that will remain in priority as security protocols are reactive and based on threat assessment, it is hard to gauge what security measures and requirements in the future.	5	CO3
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Section B (50 Marks)		
Statement of Question	Marks	CO
1. How does RFID baggage tags are a reliable technology to ensure customer satisfaction?	10	CO2
2. Airport terminals are passenger driven. Any substantial change in passenger habits, demands, and usage patterns will affect terminal space design. In general, the panel of architects agreed that some elements will be important in the development of future airport terminals, elaborate the factors that is suitable for future customer expectation?	10	CO3
3. How does Airline Deregulation 1978 helped in maintaining price competition among carriers?	10	CO1, CO3
4. Explain how security screening checkpoints (SSCPs) helps in achieving increase in passenger dwell times?	10	CO2
5. Explain Oliver Wyman’s proprietary Value Driven Business Design approach in Customer Experience Management?	10	CO4

Section C: Case Study	(20 marks)
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Statement of Question
<p>Seoul Incheon International Airport (ICN) is owned by the South Korean government and operated by the Incheon International Airport Corporation (IIAC). ICN opened in 2001 after 8 years of construction that included reclaiming seabed between two islands and the construction of a major highway and suspension bridge serving automobiles and express trains. The government has announced its intent to partially privatize the airport, but no progress has been made to date due to political opposition. The government continues to own all of the shares in IIAC. ICN replaced Gimpo International Airport as the major international airport serving South Korea. Gimpo continues to operate as a largely domestic airport with limited short-haul international service to Japan, Taiwan, and China. Gimpo is now the third busiest airport in Korea after Incheon and Jeju International Airport.</p> <p>IIAC is developing the area south of the airport as Air City, a large-scale development area that includes hotels, several multistory office buildings, a driving range, car wash, medical center, and several shopping centers. IIAC has also developed a 72-hole golf club near the airport. IIAC recently entered into a memorandum of understanding with the Connecticut-based Mohegan Tribe of American Indians, owner of the Mohegan Sun Casino, to develop a destination resort and casino with 1,000 rooms, a 20,000-seat arena, an amusement park, and a fixed-base operator physically connected to the resort. The development is expected to cost \$4.6 billion and is</p>

targeted toward gamblers from China. ICN handled 40.7 million passengers in 2014, nearly all international. Only 1.3% of ICN passengers were domestic. ICN ranked 23rd in the world in total passengers and 8th in the world in international passengers. ICN is the headquarters and principal base of operations of Korean Air and Asiana Airlines, which operate extensive long-haul services to destinations around the world. Korean Air and Asiana together handled 62% of total passengers in 2014. The airlines operate from the main terminal. After the airport opened in 2001, there was considerable growth in transit passengers, reaching 18.5% in 2013. However, transit passengers declined by 460,000 in 2014 due to increased competition from Chinese and Japanese hubs for long-haul flights. Korean Air and Asiana are the two largest foreign airlines operating in China. Korean Air alone serves 22 cities in Mainland China. As the two local carriers' worldwide route system expanded into China, the airport responded by improving and expanding the range of services and ease of transfer for connecting passengers in order to strengthen ICN as an international connecting hub for Asia.

1. Draw Service-Drive initiatives for the Seoul Incheon International Airport for Creating a high level of service awareness and customer satisfaction and safety at the airport?	10	CO3
2. How does IIAC helps in development of the airport keeping the sustainability factor, suggest 5 majors steps to be taken by IIAC to ensure maximum customer satisfaction along with adopting sustainability strategy for their business operation?	10	CO4