

**CERTIFICATE IN COMMUNICATION SKILLS  
FOR BPO, ITeS AND RELATED SECTORS  
(CCSS)**

**Term-End Examination**

**December, 2013**

**BCSSI-005 and 006 : (5) CUSTOMER  
RELATIONSHIP MANAGEMENT AND  
(6) POSITIVE INCREMENTALS**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** (i) Answer *any five* questions.

(ii) All questions carry *equal* marks.

1. What is 'probing' and 'paraphrasing' ? How do these skills help you to determine the needs of a customer ? Give suitable examples. **20**
2. Are you an effective listener ? How do you rate yourself as an active listener based on the qualities of a good listener ? **20**
3. What is the difference between 'need' and 'want' ? Explain Maslov's hierarchy of needs. Give examples. **20**
4. Describe the seven steps in problem solving method with examples wherever necessary. **20**
5. Describe in detail, how one could develop positive thinking. **20**

6. Compare and contrast any three theories of personality. 20
7. Answer *any two* questions : 2x10=20
- (a) Mention the characteristics of a Customer Service Representative (CSR).
  - (b) List any 5 things you need to know to close a sale.
  - (c) What are the different aspects of personality according to trend ? How can one develop it ?
  - (d) What traits in a CSR are correlated with high levels of performance and success ?
8. Answer *any four* questions : 4x5=20
- (a) Define life skills and state their importance.
  - (b) What is career development ? Why is it significant ?
  - (c) What is team building ? What are the processes involved in it ?
  - (d) What are the different types of interviews ?
  - (e) List any three benefits of using questions while selling.
  - (f) Describe any three closing techniques.
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