

**CERTIFICATE IN COMMUNICATION SKILLS
FOR, BPO, ITES AND RELATED SECTORS**

00745

(CCSS)

Term-End Examination

December, 2012

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

Time : 3 hours

Maximum Marks : 100

Note : Answer *any five* questions. All questions carry *equal* marks.

1. 'Telephone is an important tool in Customer Service' - What is your opinion ? Briefly explain how telephone techniques could be used to handle telephone conversations effectively ? **20**
2. What is 'probing' and 'paraphrasing' ? How do these skills help you to determine the needs of a customer ? Explain with examples. **20**
3. "An effective product presentation is the key to success in selling" Explain how you influence a customer to buy your product ? **20**
4. Briefly explain with examples how you prepare for an interview with a Multi-national company ? **20**

5. Compare and contrast any three theories of personality. 20
6. Explain career development with special reference to career growth in the BPO/ITeS industry. 20
7. Answer *any two* questions. 2x10=20
- (a) What do you mean by 'dead air' ? How do you handle it as a CSR ?
 - (b) What is "closing a sale" ? What does a TSR need to know before closing the sale ? Give examples.
 - (c) What are the life skills required for the corporate world ?
 - (d) What is the difference between behavioural, cognitive and humanistic approach to personality ?
8. Answer *any four* questions. 4x5=20
- (a) What are the five stages of listening ?
 - (b) What are the differences between reluctant and demanding customers ?
 - (c) What is the difference between open-ended and closed-ended questions ? Give examples for each.
 - (d) Mention at least four (4) myths about listening.
 - (e) What is the difference between 'data' and information' ? Give examples.
 - (f) Define 'group dynamics' with examples.