

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

00298 **Term-End Examination**
December, 2014

**BCSSI-005/006 : (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. Explain the six ethical values followed by corporates with examples. 20
2. What do you mean by "closing a sale" ? Write at least five things that you are expected to know, to be able to close the sale. Give examples. 20
3. What are the effective steps of tele-selling ? Relate each with a situation with few examples. 20
4. What do you understand by 'Positive thinking' ? Describe in detail how one could develop positive thinking. 20
5. How do you test whether the method adopted by you for solving the problem is the right step ? Illustrate with valid examples. 20

6. Briefly describe the special personality traits a CSR should possess. 20
7. Answer any **two** of the following questions : $2 \times 10 = 20$
- (a) What traits in a CSR are correlated with high levels of performance and success ?
 - (b) How do you test the logical reasoning ability of a candidate ? Give two examples.
 - (c) What do you mean by “Feel/Felt/Found” method ? Give examples.
 - (d) Describe the role of the CSR in Inbound Call Centres.
8. Answer any **four** of the following questions : $4 \times 5 = 20$
- (a) List eight mistakes one needs to avoid during an interview.
 - (b) What are the different parts of personality according to trend ? How can one develop it ?
 - (c) List at least five time wasters that you have observed and state how can one deal with them.
 - (d) What is a moment of truth ? State with an example.
 - (e) Mention at least four myths about listening.
 - (f) Mention about any four types of customers while prospecting.
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