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

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

Note : *Attempt **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 conversation effectively ? **20**
2. Briefly explain with examples how do you prepare for an interview with a Multinational Company. **20**
3. What is team-building ? How do you resolve conflict in a team ? **20**
4. What are the Special Personality Traits a CSR should possess ? **20**
5. What are the different types of customers ? Describe any two types with examples. **20**

6. Explain the six (6) ethical values followed by corporate with examples. 20
7. Answer **any two** questions : 2x10=20
- (a) What is a moment of truth ? Explain with an example.
 - (b) List 10 mistakes one needs to avoid during an interview.
 - (c) List important types of questions and give examples of each.
8. Answer **any four** questions. 4x5=20
- (a) What are the different types of interviews ?
 - (b) What are the different types of personality according to trend ?
 - (c) How do you effectively manage time at your work place ?
 - (d) How do you handle dead air on calls ?
 - (e) What do you mean by 'emotional intelligence' ?
 - (f) What is the difference between features, advantages and benefits ?
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