

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

(CCSS)

Term-End Examination

June, 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. Explain with suitable examples the role of Customer Service Representative (CSR) in a call centre. 20
2. What do you mean by 'Rapport' ? How is this important in building up a good customer relationship ? 20
3. What is teleselling ? What are the essential qualities and skills required for a Teleselling Representative (TSR) ? 20
4. What are the essential skills required and the strategies you adopt for success in the corporate world ? 20
5. What are the effective steps in problem solving ? Briefly explain with examples. 20

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6. What is team - building ? How do you resolve conflict in a team ? **20**
7. Answer *any two* questions. **2x10=20**
- (a) What is the difference between 'Need' and 'Want' ? Give examples.
 - (b) What do you understand by "feel / felt / found " method ? As a CSR when and how would you apply this method ? Give examples.
 - (c) With examples mention any five (5) stress management techniques that you will use at your workplace.
 - (d) What do you mean by 'Analytical skill' ? How do you test the analytical skill of a candidate in an interview ? Give examples.
8. Answer *any four* questions : **4x5=20**
- (a) Who are the indecisive customers ?
 - (b) Why is it important to master questioning techniques ?
 - (c) What are objections ? Why do objection occur ?
 - (d) List any five (5) tips in time management.
 - (e) What do you mean by "discussion etiquette" ? List any five aspects.
 - (f) What do you mean by 'emotional intelligence' ?
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