

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

**Term-End Examination**

**June, 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.*

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1. Explain with examples at least five types of customers and the techniques you adopt to handle them as a CSR ? 20
  2. Explain the six ethical values followed by corporates with examples. 20
  3. 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
  4. What advice would you give your friend to succeed in the Corporate World ? Give suitable examples. 20
  5. Describe in detail the golden rules of goal setting. 20

6. What are the special personality traits a CSR should possess ?
7. Answer *any two* questions :
- (a) What is the difference between 'listening' and 'hearing' ? Elucidate the process of listening.
  - (b) State the difference between empathy and sympathy. List the ways to show empathy.
  - (c) What are the different types of interviews ?
  - (d) How do you test the logical reasoning ability of a candidate ? Give two different examples.
8. Answer *any four* questions :
- (a) Mention any four types of customers while prospecting.
  - (b) What do you mean by 'Rapport' ?
  - (c) What is the difference between features, advantages and benefits ?
  - (d) What do you mean by 'emotional intelligence' ?
  - (e) How do you effectively manage time at your work place ?
  - (f) What is the difference between competition game and co-operative game ?
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