

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

Term-End Examination

June, 2014

**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.*

1. Explain with examples at least 5 types of Customers and the techniques you adopt to handle them as a CSR. 20
2. Briefly explain how you will make use of telephone techniques effectively in Customer Service ? Give examples 20
3. What are the effective steps of teleselling ? Relate each with a situation with few examples. 20
4. What advice would you give to your friend to succeed in the Corporate World ? Give suitable examples. 20
5. Describe in detail the golden rules of goal setting with examples. 20

6. Compare and contrast any three theories of personality. 20
7. Answer **any two** questions. 2x10=20
- (a) What is the difference between listening and hearing? Elucidate the process of listening.
 - (b) Mention the characteristics of a Customer Service Representative(CSR).
 - (c) How do you test the logical reasoning ability of a candidate? Give two examples.
 - (d) What do you mean by "The Big Five Factor Theory" ?
8. Answer **any four** questions. 4x5=20
- (a) Describe any three closing techniques.
 - (b) What do you mean by 'emotional intelligence' ?
 - (c) How do you effectively manage time at your work place ?
 - (d) Elicit any three benefits of using questions while selling.
 - (e) Differentiate the concepts "rapport" and "empathy".
 - (f) How do you handle dead air on calls ?
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