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

**Term-End Examination**

**June, 2016**

**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. | What is the difference between listening and hearing ? Elucidate the process of listening.                                       | 20 |
| 2. | What is Teleselling ? Describe the role of a TSR.  | 20 |
| 3. | "An effective product presentation is the key to success in selling". Explain how you influence a customer to buy your product ? | 20 |
| 4. | What are the essential skills required and the strategies you adopt for success in the corporate world ?                         | 20 |
| 5. | Describe in detail the golden rules of goal-setting.   | 20 |
| 6. | Compare and contrast any three theories of personality.  | 20 |
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7. Answer any two of the following questions :  $2 \times 10 = 20$
- (a) What do you mean by "The Big Five Factor Theory" ?
  - (b) What do you mean by "Feel/Felt/Found" method ? Give examples.
  - (c) What is the difference between 'Need' and 'Want' ? Give examples.
  - (d) State the difference between empathy and sympathy.
8. Answer any four of the following questions :  $4 \times 5 = 20$
- (a) What are the different types of interviews ?
  - (b) List the steps for effective teleselling.
  - (c) Describe the myths about listening.
  - (d) Define 'group dynamics' with examples.
  - (e) What do you mean by 'emotional intelligence' ?
  - (f) How do you effectively manage time at your work place ?
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