

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

Term-End Examination

December, 2011

**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. What is the difference between listening and hearing ? Elucidate the process of listening. 20
2. As a customer what would be your expectations ? How can there expectations be met by a Customer Service Representation (CSR) ? 20
3. What is Tele-Selling ? Describe the role of a TSR. 20
4. Describe the seven-step problem solving method giving examples wherever necessary. 20
5. How would you prepare for an interview ? How would you find out the work-culture of the organisation to which you have applied ? 20

6. What are the Special Personality Traits a CSR should possess ? **20**
7. Answer *any two* questions. **2x10=20**
- (a) State the difference between empathy and sympathy.
 - (b) List at least five (5) things you need to know to close a sale.
 - (c) List at least five (5) time wasters that you have observed and state how one deals with them.
 - (d) List the important types of question and give examples of each.
8. Answer *any four* question. **4x5=20**
- (a) List the steps for effective teleselling.
 - (b) What is the difference between features, advantages and benefits ?
 - (c) List any four types of customers while prospecting.
 - (d) What are the different types of interviews ?
 - (e) How do you effectively manage time at your work place ?
 - (f) What are the different types of personality according to trend ?
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