

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

Term-End Examination

December, 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.

1. Discuss how one can develop positive thinking. 20
2. Explain the six ethical values followed by corporates with examples. 20
3. Briefly explain how you will make use of telephone techniques effectively in customer service ? Give examples. 20
4. What advice would you give to your friend to succeed in the Corporate World ? Give suitable examples. 20
5. What do you mean by 'Rapport' ? How is this important in building up a good customer relationship ? 20

6. Explain career development with special reference to career growth in the BPO/ITeS industry. **20**
7. Answer **any two** of the following questions : **2x10=20**
- (a) What do you mean by 'dead air' ? How do you handle it as a CSR ?
 - (b) List 10 mistakes one needs to avoid during an interview.
 - (c) List at least five time - wasters that you have observed and state how one deals with them.
 - (d) What are the life skills required for the corporate world ?
8. Answer **any four** of the following questions : **4x5=20**
- (a) What are the different types of personality according to trend ?
 - (b) Why is Corporate Culture Important ?
 - (c) Describe at least four myths about listening.
 - (d) What are objections ? Why do objections occur ?
 - (e) What is the difference between competitive game and co-operative game ?
 - (f) Describe any three closing techniques.
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