

00116

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

**Term-End Examination**

**June, 2015**

**BCSSI-005 and 006 : (5) CUSTOMER  
RELATIONSHIP MANAGEMENT AND  
(6) POSITIVE INCREMENTALS**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five questions. All questions carry equal marks.*

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1. What is 'probing' and 'paraphrasing' ? How do these skills help you to determine the needs of a customer ? Explain with examples. 20
2. Explain with suitable examples the role of Customer Service Representative (CSR) in a call centre. 20
3. How would you prepare for an interview ? How would you find out the work-culture of the organisation to which you have applied ? 20
4. Discuss how one can develop positive thinking. 20
5. What advice would you give to your friend to succeed in the Corporate World ? Give suitable examples. 20

6. Describe in detail the golden rules of goal setting. 20
7. Answer **any two** questions : 10+10
- (a) What is the difference between 'Need' and 'Want'? Give examples.
  - (b) List at least five (5) time wasters that you have observed and state how one deals with them.
  - (c) Set a SMART goal for yourself for the next 3 months.
  - (d) What do you mean by 'Analytical Skill' ? How do you test the analytical skill of a candidate in an interview ? Give examples.
8. Answer **any four** questions : 4x5=20
- (a) What are objections ? Why do objections occur ?
  - (b) List any five (5) tips in time management.
  - (c) What are the different types of interviews ?
  - (d) List the steps for effective teleselling.
  - (e) Differentiate the concepts "rapport" and "empathy".
  - (f) What do you mean by "emotional intelligence" ?
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