

00644

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

Term-End Examination

June, 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 customer service ? Explain Maslow's hierarchy of needs. 20
2. What is Teleselling ? Describe the role of a TSR. 20
3. Explain the six ethical values followed by corporates with examples. 20
4. Elaborate on the golden rules of goal setting. 20
5. Discuss how one can develop positive thinking. 20
6. What are the different types of customers ? Describe any two types with examples. 20

7. Answer *any two* questions : 2x10=20

- (a) What is a moment of truth ? Explain with an example.
- (b) What is rapport ? List the guidelines to build rapport on a call.
- (c) Set a SMART goal for yourself for the next 3 months.
- (d) List 10 mistakes one needs to avoid during an interview.

8. Answer *any four* questions : 4x5=20

- (a) Mention at least four myths about listening.
 - (b) Give two sample statements showing empathy.
 - (c) Mention any four types of customers while prospecting.
 - (d) Why is corporate culture important ?
 - (e) What is reasoning ? State the different types of reasoning.
 - (f) Define life skills and state their importance.
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