

2022

IT / ITES

(Theory)

Full Marks : 30

Time : 1 hour

The figures in the margin indicate full marks for the questions

General Instructions:

- (i) Write all the answers in the Answer Script.
- (ii) Attempt all parts of a question together at one place.

SECTION – A

(Objective – type questions)

- 1.** Choose and write the correct answer for the following:
(Any Eight)

$1 \times 8 = 8$

- (a) Which of the following method is used to received information from the sender?

- (i) Listening
- (ii) Speaking
- (iii) Telling
- (iv) Writing

- (b) Your mother's or father's sister is your _____

- (i) Parent.
- (ii) Sister.
- (iii) Uncle.
- (iv) Aunt.

- (c) Priya wants to change the spelling of a word in the entire document. Which option will she use?

- (i) Copy
- (ii) Align left
- (iii) Find & Replace
- (iv) Paste

- (d) Which of the following is the main objective of sustainable development?

- (i) Reducing poverty
- (ii) Promoting green agriculture
- (iii) Preventing ecological damage
- (iv) Achieving a balance between economic, environmental and social needs

(3)

- (e) What does an upright (straight) body posture convey or show?
- (i) Shyness.
 - (ii) Fear.
 - (iii) Confidence.
 - (iv) Intelligence.
- (f) In the voice process, which are the kind of jobs that a representative cannot do?
- (i) Accepting orders
 - (ii) Customer service
 - (iii) Keeping data of employee records
 - (iv) Credit and collection
- (g) A CRM is the _____ of the company
- (i) Face
 - (ii) Voice
 - (iii) Support
 - (iv) Employee

(4)

- (h) How will you respond when you get a call from the customer?
- (i) “Who is it?”
 - (ii) “What is your name and what do you want?”
 - (iii) “Hello this is Aarti from Airfin Telecom, how may I assist you?”
 - (iv) “Tell your name”.
- (i) What is customer value?
- (i) The relationship between goods and services.
 - (ii) When expensive products deliver satisfaction.
 - (iii) When an individual becomes attached to a marketing campaign.
 - (iv) The relationship between benefits and the sacrifice necessary to obtain those benefits.
- (j) What are some popular CRM software?
- (i) SAP CRM.
 - (ii) Salesforce.
 - (iii) Oracle CRM on Demand.
 - (iv) All of the above.

(5)

SECTION –B

(Very short Answer -type Questions)

2. Answer the following Questions (Any four): $1 \times 4 = 4$

- (a) What is Phonetics?
- (b) Who is an Entrepreneur?
- (c) What is Business Process Outsourcing?
- (d) Who is a good customer service professional?
- (e) What is green economy?
- (f) How does shortlist feature work?

SECTION –C

(Short Answer -type Questions)

3. Answer the following Questions (Any three): $2 \times 3 = 6$

- (a) What are the benefits of working in a team?
- (b) Why communication is important?
- (c) Give four examples for asking directions.
- (d) What are the different types of operating systems?

(6)

(e) Give any two examples on how to handle objections effectively by CSR?

(f) What is a call scripts?

SECTION –D

(Long Answer -type Questions)

4. Answer the following Questions (Any three) $4 \times 3 = 12$

- (a) Demonstrate the technique to wash your hands.
- (b) What are the pros and cons of using ICT?
- (c) What do you understand by the term IT and ITeS?
- (d) List the roles and responsibilities of a CRM Domestic Voice Representative.
- (e) What is the need for complementing and commenting? Explain with examples.
- (f) What is CRM? What are the benefits of CRM?

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