

2023**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:

$$1 \times 8 = 8$$

(a) Your father's or mother's is your _____

- (i) Cousin.
- (ii) Uncle.
- (iii) Parent.
- (iv) Brother.

(b) How tracking your time helps you?

- (i) We can stay focussed.
- (ii) We can show everyone how hard we are working.
- (iii) We can understand where we are spending our time and manage our time better if needed.
- (iv) None of the above.

(c) Who is responsible for the success of green economy in the country?

- (i) Government
- (ii) Social workers
- (iii) Individual Citizens
- (iv) All of the above.

(d) What are the skills required by a domestic BPO representatives?

- (i) Fluency in the local language with natural accent.
- (ii) Excellent fluency in the English language.
- (iii) Both of the above.
- (iv) None of the above.

(3)

- (e) A complaining customer is _____
- (i) Often right.
 - (ii) Always wrong.
 - (iii) Often lying.
 - (iv) Always right.
- (f) CRM allows an organisation to _____
- (i) Provide better customer service.
 - (ii) Make call centres more efficient.
 - (iii) Complicate marketing and sales processes.
 - (iv) Help sales staff close deals faster.
- (g) Which of the following is a set of prices that are charged for the product under certain circumstances?
- (i) Discount List.
 - (ii) Price List.
 - (iii) Products.
 - (iv) Quote.

(4)

- (h) How should a CSR greet customers ?
- (i) Cheerful greeting every time.
 - (ii) Cheerful greeting some time.
 - (iii) Never greets cheerfully.
 - (iv) Cheerful greeting every morning.

SECTION -B

(Very short Answer -type Questions)

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

- (a) What is Pronunciation?
- (b) What is teamwork?
- (c) What is inbound call centre services?
- (d) Define Upsell.
- (e) What is CRM?
- (f) Bela is in non-voice process. Which is the skill she need NOT be good at?

(5)

SECTION –C

(Short Answer -type Questions)

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

- (a) Define the meaning of a business idea.
- (b) Explain what you can do to help a green economy?
- (c) What are the two sectors of IT industry?
- (d) What do you understand by information security?
- (e) How does CRM help sales?

SECTION –D

(Long Answer -type Questions)

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

- (a) What are the two main types of Questions?
- (b) What is time management and how can you manage your time?

(6)

- (c) What is the difference between manufacturing and trading business activities?
- (d) List and explain the top Five BPO companies in India.
- (e) What are the professional skills required by a CRM Domestic Voice Representative?
- (f) How to manage a collection call?

★★★