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**Time : 1½ Hours****TELECOMMUNICATION****Subject Code**

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**Total No. of Questions : 3****(Printed Pages : 5)****Maximum Marks : 30**

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**INSTRUCTIONS** : (i) Answer each question on a fresh page.

(ii) Write the question number and sub-question number clearly.

(iii) All questions are compulsory.

(iv) Figures to the right indicate full marks.

1. (A) Choose and write the *correct* alternative from the options given below : 3

(1) ..... mobile operating system is Google's open and free software.

(a) android

(b) bada

(c) blackberry

(d) ios

(2) A wireless service provider (WPS) is company that offers transmission services to users of wireless devices through .....

(a) radio

(b) audio

(c) audio video

(d) none of the above

- (3) Communication is the task of imparting .....
- (a) training
  - (b) information
  - (c) knowledge
  - (d) message
- (4) Which of these is an electronic mode of communication ?
- (a) fax
  - (b) letter
  - (c) manual
  - (d) circulars
- (5) Which of the following is the most effective way of communication, it can be used as ..... proof ?
- (a) written
  - (b) verbal
  - (c) non-verbal
  - (d) All of the above
- (6) Which of the following should you use if you want the entire presentation to have the same look ?
- (a) the slide layout option
  - (b) add a slide option
  - (c) outline view
  - (d) a presentation design template

(B) Answer the following questions in *one* sentence each : 3

(1) Define tablets.

(2) Why is IOS mobile os available to only on apples own manufactured devices ?

(3) Explain Hierarchical Escalation.

(C) Answer the following questions in **2-3** sentences : 4

(1) Describe any **2** basic features of tablet.

(2) What is unique selling proposition ?

2. (A) Choose and write the *correct* alternative from the options given below : 3

(1) ..... Analyses explores the features, advantages and benefits of Product or service offering.

(a) FAB

(b) USP

(c) Brand

(d) Product

(2) ..... encourages and motivates the customers to look at the product along with the brand attributes.

(a) Branding

(b) Brand visibility

(c) FAB

(d) USP

- (3) Which of the following is *not* the improving quality of call center ?
- (a) Proper hiring
  - (b) Training
  - (c) Being Proactive
  - (d) Improper call management
- (4) ..... refers to a set of software programs or apps, that let companies keeps track of everything they do with their existing and potential customer.
- (a) CRM (customer relationship management)
  - (b) AHT (Average handle time)
  - (c) SAT (Customer satisfactory score)
  - (d) None of the above
- (5) ..... is a serious disagreement or argument or an open clash between two opposing groups (or individuals).
- (a) conflicts
  - (b) sales negotiation
  - (c) violence
  - (d) none of the above
- (6) ..... involves authoritative and assertive behaviours.
- (a) compromising
  - (b) competing
  - (c) collaboration
  - (d) accommodation

- (B) Answer the following questions in *one* sentence each : 3
- (1) What is assertiveness ?
  - (2) Draw 7 steps flow chart on sales process.
  - (3) How to interpret and measure call quality score (Any *one* point) ?
- (C) Answer the following questions in **2-3** sentences each : 4
- (1) Describe when and how to escalate ?
  - (2) State the importance of good listening skills for providing customer care.
3. (A) Answer the following questions in *one* sentence each : 3
- (1) Define escalation Matrix.
  - (2) Describe the purpose of USP.
  - (3) Define Call quality score.
- (B) Answer the following questions in **2-3** sentences each : 4
- (1) Draw a figure on 4 stages of negotiations.
  - (2) How to convert negative mood into positive of a customer ?
- (C) Answer the following question in not less than *five* sentences : 3
- State the way of improving written communication skills.