

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**M.A. Winter 2017 – 18 Examination**

**Semester: 1**  
**Subject Code: 15202133**  
**Subject Name: English for Telephoning and Customer Care**

**Date: 18/12/2017**  
**Time: 10.30 am to 1.00 pm**  
**Total Marks: 60**

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as directed.****(08)****A. Select appropriate answers for the questions given.**

Paul Johnson is giving a presentation at a trade fair. Put a – e in the correct sequence and mention them as an answer to question 1 - 5.

- a. Before I finish, I'll just go over the highlights of this presentation again. Our product and service line includes....We stand out from our competitors with our excellent follow-up.
- b. With our impressive line of products and services, we offer special benefits that you can't find with our competitors. Follow-up is our top priority...
- c. Thanks for your attention. I look forward to having you as a new customer.
- d. Hello, I'm Paula Johnston from Delta Systems. I'm here today to let you know about some great offers in customer care support services. I'll be speaking about our extensive range of products for tracking new and existing customers...
- e. I hope you'll pick up one of our leaflets. Also, if you leave me your contact details, I'll be glad to send you our latest catalogue by the end of the week. And if you would like to order today, I'll make sure you receive our introductory price.

1. First in sequence \_\_\_\_\_
2. Second in sequence \_\_\_\_\_
3. Third sequence \_\_\_\_\_
4. Forth in sequence \_\_\_\_\_
5. Fifth in sequence \_\_\_\_\_

**Look at these excerpts from customer care letters and emails and answer the following questions.**

Excerpt A: In answer to your email, our shop in Vadodara is open Mondays to Saturdays from 9 a.m. to 8 a.m. You can reach us by fax on 0763449923. Please feel free to get in touch if you have any more questions.

Excerpt B: We're having a small party at the Barbeque Nation Hotel this Friday at 7pm. We're asking a few of our most important clients to attend and I would be pleased if you could join us. Let me know if you can come.

Excerpt C Thanks so much for your phone call yesterday. I am pleased to tell you that we can handle your order. Would you like to pay by credit or bank transfer? Please fill in the attached form and fax it to me. Then I can send it out to you today.

Excerpt D In regard to our meeting yesterday, I would just like to confirm what we agreed. First of all,...

Excerpt E I got your message this afternoon. Sure, I'll talk to Kshama and email you the price list today. Do you also need our latest brochure?

6. Which one is an invitation \_\_\_\_\_
7. Which one is a follow-up to a meeting \_\_\_\_\_
8. Which one is a reply to an enquiry \_\_\_\_\_
9. Which one is a promise to send something \_\_\_\_\_
10. Which one is a request for information \_\_\_\_\_

Match items from the three columns to make mini 'small talk' conversations.

11. So, have you ever been to Vienna before?	1. Yes, no problem. It's a very nice location here, isn't it?	1. That's good. We've been having a bit of trouble with the trains. They always seem to be late.
12. How was your trip?	2. Actually, they're both on holiday now. In Portugal.	2. You're lucky. It's been raining here for three days now. Very depressing.
13. Did you find us OK?	3. Yes, I have. I was here four years ago.	3. Me too. In fact, I'm playing in a tournament this weekend.
14. How was the weather in London?	4. Yes, I play in a local club.	4. How lovely. I was in Portugal two years ago. Do you know it?
15. So, how are Pat and John doing? Are they still working hard?	5. It was fine. The train was a bit late but we arrived on time.	5. Oh, really? Was that for business or pleasure?
16. Oh, are you interested in tennis?	6. Nice, actually. It was sunny and warm when I left.	6. Yes, we like it. We've been here for four years now.

**B. Explain the terms given below.**

(07)

1. Giving bad news
2. Small talk
3. Follow up
4. Being courteous on phone
5. Signal sounds
6. Using first names
7. Being less direct

**Q.2 Answer the following questions in brief.**

- A. What makes the most impact in face-to-face encounters in customer care? Choose the most important four aspects and justify your choice by giving explanation and example. (04)
- B. Which are important steps for winning customers with your presentations. Write suitable examples or phrases used for each of them. (04)
- C. What is the problem faced by customers mentioned in the given paragraph? How does it affect business? Suggest a solution. (04)

A recent study showed the number of seconds people had to wait to be greeted in typical customer care situations. Customers in various shops or businesses were asked how long they had been waiting. In each case, the customer thought that he/ she had been waiting longer than the actual time that had passed. They felt as if they are treated as 'invisible'.

**OR**

C. Customer Care Executive needs to be careful of 'background noise' while dealing with customers on the phone. Discuss the given statement and give tips on 'noise' awareness. **(04)**

**Q.3 Answer the following questions.**

A. Five Cs of customer care writing **(05)**

B. What makes an online shopping site successful? **(05)**

C. "Dealing well with complaints shows how important customer care is for your company." Explain the given statement and give some tips for dealing with complaints. **(05)**

**OR**

C. Write two phrases which can be used for each of the situations given below. **(05)**

(i) leaving a message, (ii) making an arrangement, (iii) changing an appointment, (iv) saying you will be late, (v) complaining, (vi) apologizing, (vii) explaining the problem, (viii) solving the problem, (ix) making proposals, (x) reacting to proposals

**Q.4 Answer the following questions in detail**

A. Look at the news flash and the extract from job advertisements. What kind of 'people' skills does each of the adverts mention? Why do you think are these skills important. Discuss in detail **(06)**

1. Applicant must be fluent in German and English with apt online and offline service skills.
2. We are looking for a customer care executive who can perform effectively under pressure and work as a part of team.
3. Post open for a candidate to handle telephone enquiries and complaints; making callers to customers; dealing with correspondence by email

B. Give tips to make telephoning in English less stressful. **(06)**

C. Your friend is not very confident to talk on phone. Give him suggestions to improve his active listening skills. **(06)**

**OR**

C. Write two phrases which can be used for each of the situations given below. **(06)**

(i) suggesting a new time, (ii) clarifying and explaining, (iii) checking comprehension, (iv) signal sound and phrases, (v) attached documents, (vi) responding to suggestions, (vii) giving promotional information, (viii) explaining USPs, (ix) finishing the talk, (x) welcoming the audience, (xi) introducing the subject, (xii) arranging an appointment