

PARUL UNIVERSITY
FACULTY OF ARTS
M.Arts Winter 2018-19 Examination

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

Date: 07/12/2018
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. Follow the instructions and answer the following questions.**

Here are some comments taken from customer service questionnaires. Mark them 'positive' or 'negative'

1. Your sales staff are impatient. They never wait for people to finish speaking and are always in a hurry. _____
The people working at your call centre are always so polite and helpful. And they always take the time to answer all my questions. _____
2. I wish your employees would be more attentive. They don't seem to listen to what I say and don't care about me at all. _____
The bank office took care of my requests straight away. I didn't have to wait at all. _____
3. When I reached hotel, I was totally ignored by both bellhop and receptionist. _____
The clerk was really rude and pretended not to see me. _____
4. The waiter was well informed about the menu & was prompt in bringing food. _____
Your service was more than I asked for. That really made me feel special. _____

Complete the table with opposites from the exercise above.

Positive	Negative
_____ 5	To ignore somebody
To take the time	_____ 6
Polite	_____ 7
_____ 8	Uninformed
_____ 9	Too slow
Patient	_____ 10

Match items from the three columns to make mini 'small talk' conversations. Select any one of these and extend the dialogue into a 'business talk'.

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 and give one example.

(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 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'.

- B.** 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)**

- C.** Develop a conversation following instructions: you need to purchase six new computers for your office. Call Parul Computer world and ask for the information on (a) current special offers on computers, (b) computer configuration – ram, hard drive, CPU, (c) Guaranty, (d) possibility of discount for an order of six computers **(04)**

OR

- C.** Develop a conversation following instructions: Choose a city in your country. You are going to travel to this city for a business meeting over the next weekend. Telephone a travel agency and reserve (a) round-trip flight, (b) hotel room for two nights, (c) restaurant recommendation, (d) prices and departure times **(04)**

Q.3 Answer the following questions.

- A.** "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)**

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

- C.** You want to speak to Ms Brown about your account with her company, W & W. If Ms Brown isn't in the office, leave the following information: (a) your name, (b) telephone number, (c) calling about changing conditions of your contract with company, (d) give time of your office hours to call back (e) Give another number to call after office hours. **(05)**

OR

- C.** Your boss is on a business trip. It is now Friday evening and your boss calls you to find out what you have done. These are the things you've done: (a) Monday: inspection – give details, (b) Tuesday: meeting, discuss agenda and MOM, (c) Wednesday: new delivery orders, (d) Thursday – new customer (e) Friday: appointment for next week **(05)**

Q.4 Answer the following questions in detail

- A. Give tips to make telephoning in English less stressful (06)
- B. 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)
- Applicant must be fluent in German and English with apt online and offline service skills.
 - We are looking for a customer care executive who can perform effectively under pressure and work as a part of team.
 - Post open for a candidate to handle telephone enquiries and complaints; making callers to customers; dealing with correspondence by email
- C. Your friend is not very confident to talk on phone. Give him suggestions to improve his active listening skills. (06)

OR

- C. Few do's and don'ts of telephoning are mentioned below. Categorize them into Do's and Don'ts of telephoning. Just write number as an answer to the category. No need to write sentences. (06)

1. Allow your children to answer your business line	2. Play loud music on your voicemail message or in the background
3. Multitask	4. Know the audience you are calling
5. Know the purpose of your call	6. Listen carefully
7. Start off right	8. Answer the phone in your sleep
9. Pay attention and be aware of your tone	10. Mumble, shout, whisper, babble
11. Hang up first	12. Ignore your messages
13. Let your attention wander	14. Use a generic voicemail greeting
15. Use names wherever possible	16. Avoid confrontation
17. Avoid initiating major business if possible	18. Be assertive not aggressive
19. Allow phone solicitors to divert you from your work	20. Conduct a verbal review
21. If a person doesn't slow down begin speaking your own language	22. Do not say you have understood if you have not
23. Eat chocolates to boost your confidence	24. Keep phone on hold if you are not okay