

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

M.Com. - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - II

24PCOET2B02 - Customer Service and Sales Essentials

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions (10 × 2 = 20 Marks)

1. What are nonverbal cues?
2. Write a note on ticket response.
3. What is path stream?
4. State the meaning of trailhead playground.
5. What are the best approaches in problem solving?
6. How to deal with angry callers in the middle of work?
7. What is sales force for business?
8. Define Sales Cloud.
9. How can failure contribute to the learning process for a willing learner?
10. Define the root cause of the problem.
11. Who uses sales force?
12. How does Customer Relationship Management help sales teams in managing customers?

Section C

Answer any **FOUR** questions (4 × 5 = 20 Marks)

13. Discuss the psychological benefits of smiling for customer support professionals.
14. Explain the process of problem solving.
15. Explain ticketing standards and their benefits
16. Describe the stages of the sales force process.
17. Elaborate on customization and update guides under Sales force and sales cloud.
18. Enumerate on how does Key performance Indicators and Service Level Agreement benefits the service industry.

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