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**HS/XII/A.Sc. Com./ITs/26**

**2 0 2 6**

**IT/ITES**

**( CRM Domestic Voice )**

*Full Marks : 30*

*Time : 1 hour*

*The figures in the margin indicate full marks for the questions*

**SECTION—A**

- 1.** Choose and write the correct answer from the given options : 1×8=8

(a) Which of the following is characterised by an extreme feeling of self-importance?

- (i) Narcissistic personality disorder
- (ii) Borderline personality disorder
- (iii) Dependent personality disorder
- (iv) None of the above

(b) Which menu option will you use to sort data?

- (i) Tools
- (ii) Data
- (iii) Format
- (iv) View

- (c) Harish has a rug business in India. He wants to start exporting rugs to Canada but does not know if they would sell there. The barrier he is facing is
- (i) self-doubt
  - (ii) lack of plan
  - (iii) selecting the right business idea
  - (iv) All of the above
- (d) In a steel factory, a lot of utensils are being made. The manager finds a number of defective pieces, which have to be discarded. How can the person minimise the waste?
- (i) Give it to kabadiwala or scrap dealer
  - (ii) Dump it in a landfill site
  - (iii) Send it back to the production line to be melted
  - (iv) Sell it in market
- (e) In any table, the data type describes the kind of \_\_\_\_\_ that it can contain.
- (i) table
  - (ii) data
  - (iii) number
  - (iv) column
- (f) Which of the following clauses is used to remove a primary key constraint?
- (i) Delete
  - (ii) Drop
  - (iii) Alter
  - (iv) Remove

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(g) What is a crucial step for a customer service representative before ending a call?

- (i) Expressing gratitude
- (ii) Interrupting the customer
- (iii) Making personal remarks
- (iv) Avoiding any further conversation

(h) Which option allows exporting a complete backup of data in Zoho CRM?

- (i) Export module data
- (ii) Take a complete backup
- (iii) Export reports
- (iv) There is no option for complete backup export

#### SECTION—B

2. Answer any *four* of the following very short answer-type questions : 1×4=4

(a) What do you understand by attitude?

(b) Name any two green jobs in the following sectors :

- (i) Construction
- (ii) Renewable energy

(c) Define stress.

(d) Why are foreign keys allowed to have NULL values?

(e) What are the editions offered by Zoho CRM?

(f) Why is there no right way to use a laptop?

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SECTION—C

3. Answer any *three* of the following short answer-type questions : 2×3=6
- (a) Describe the ways you can make positive thinking a habit in life.
  - (b) What do you understand by inter-personal skills?
  - (c) What are the limitations of file system and how are those overcome by DBMS?
  - (d) What are Service Level Agreements (SLAs) in the context of customer service?
  - (e) What are some day-to-day activities suggested for CRM administrators in managing data?
  - (f) What is occupational overuse syndrome?

SECTION—D

4. Answer any *three* of the following long answer-type questions : 4×3=12
- (a) What is MYSQL? What are its features?
  - (b) Describe the various integrity constraints.
  - (c) Explain some principles of active listening.
  - (d) Explain how data storage and usage details are presented within Zoho CRM.
  - (e) How can contacts be associated with other records in Zoho CRM for a comprehensive view of engagements?
  - (f) List out different safety guidelines.

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