

Information Technology

NVEQ Level 3 – Class XI

IT301-NQ2012-Functional English (Advanced)

Student's Handbook



प.सु.श.केन्द्रीय व्यावसायिक शिक्षा संस्थान, श्यामला हिल्स, भोपाल

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Preface

The National Curriculum Framework, 2005, recommends that children's life at school must be linked to their life outside the school. This principle makes a departure from the legacy of bookish learning which continues to shape our system and causes a gap between the school, home, community and the workplace.

The student workbook on “**Functional English (Advanced)**” is a part of the qualification package developed for the implementation of National Vocational Education Qualification Framework (NVEQF), an initiative of Ministry of Human Resource Development (MHRD), Government of India to set common principles and guidelines for a nationally recognized qualification system covering Schools, Vocational Education and Training Institutions, Technical Education Institutions, Colleges and Universities. It is envisaged that the NVEQF will promote transparency of qualifications, cross-sectoral learning, student-centred learning and facilitate learner's mobility between different qualifications, thus encouraging lifelong learning.

This student workbook, which forms a part of vocational qualification package for student's who have passed Class X or equivalent examination, was created by a group of experts. The IT-ITeS Skill Development Council approved by the National Skill Development Corporation (NSDC) for the IT/ITeS Industry developed the National Occupation Standards (NOS). The National Occupation Standards are a set of competency standards and guidelines endorsed by the representatives of IT Industry for recognizing and assessing skills and knowledge needed to perform effectively in the workplace.

The Pandit Sunderlal Sharma Central Institute of Vocational Education (PSSCIVE), a constituent of National Council of Educational Research and Training (NCERT) in association with Wadhvani Foundation has developed modular curricula and learning materials (Units) for the vocational qualification package in IT/ITes sector for NVEQ levels 1 to 4; level 1 is equivalent to Class IX. Based on NOS, occupation related core competencies (knowledge, skills, and abilities) were identified for development of curricula and learning modules (Units).

This student workbook attempts to discourage rote learning and to bring about necessary flexibility in offering of courses, necessary for breaking the sharp boundaries between different subject areas. The workbook attempts to enhance these endeavours by giving higher priority and space to opportunities for contemplation and wondering, discussion in small groups and activities requiring hands-on-experience. We hope these measures will take us

significantly further in the direction of a child-centred system of education outlined in the National Policy of Education (1986). The success of this effort depends on the steps that school Principals and Teachers will take to encourage children to reflect their own learning and to pursue imaginative and on-the-job activities and questions.

Participation of learners in skill development exercises and inculcation of values and creativity is possible if we involve children as participants in learning, and not as receiver of information. These aims imply considerable change in school routines and mode of functioning. Flexibility in the daily time-table would be a necessity to maintain the rigour in implementing the activities and the required number of teaching days will have to be increased for teaching and training.

SESSION 1: DRESS AND HYGIENE

RELEVANT KNOWLEDGE

What do you think is Hygiene? As you all know, it is all about keeping yourself clean and healthy. Following a good hygiene may be necessary for many reasons; personal, social, health reasons, psychological or simply as a way of life. Maintaining a good standard of hygiene helps to prevent the development and spread of infections, illnesses and bad odors.

Self-esteem, confidence and motivation can all be altered by our body image making it very important to follow good hygiene practices. The way you present yourself speaks volumes about you. Many job interviews are highly dependent on hygiene, as, often decisions are made by first impressions formed within the first few minutes of a meeting. Hence chances of succeeding either in work or social settings can be influenced by your maintenance of hygiene.

What is your idea of a well dressed person? Jot down your ideas here:

There are some common terms used when talking about dress and hygiene. Some of them are introduced here. Read aloud the following terms:

Well-groomed (A neat and tidy person.) - He is always well-groomed; I have never seen him looking dirty or shabby.

Polished shoes - I only wear polished leather shoes to the office.

Clipped nails - It is easier to keep your nails clean when they are clipped.

Well-combed hair - Smita likes keeping her hair clean and well-combed.

Ironed clothes - It doesn't matter whether I wear the white shirt or the blue one, as long as it is ironed well.

Deodorant - It is advisable to use a deodorant, especially during summer, to avoid body odor.

Read aloud the “List of Products” given below. Your facilitator will conduct an activity based on this. Listen carefully and follow the instructions of your facilitator.

List of Products:

Cherry boot polish
Rexona deodorant
Vaseline lip balm
Colgate toothpaste
Cinthol soap
Sunsilk shampoo
Happy Nails nail-cutter
Gillette shaving cream
Brylcreem hair-styling gel
Dettol hand wash
Lexus iron

EXERCISE

Pronouns

Examples:

- Is this book **yours**?
- Does this book belong to **you**?
- Yes **it** is.
- Is this **your** book?

Read out the following sentences and choose the correct option.

1. _____ employees are well known for _____ cleanliness. (Our-their, Their-our)
2. If _____ don't dress neatly, people will not have a good impression of _____. (you- you, I-I)
3. _____ wears polished shoes and _____ hair is always done nicely. (Her-she, She-her)
4. _____ keeps buying new clothes every week! Someone should tell _____ that he should take care of the ones he has. (He-his, He-him)
5. _____ at ACES 'n' Co., believe that a well-dressed employee is a great asset. (We, Us)

6. We have a dress code at _____ office - blue shirts and black pants.
(our, my)
7. Ravi and _____ have attended a grooming session as part of our training. (me, I)

ASSESSMENT

Fill in the blanks with the appropriate pronouns.

“A person is what _____ (it, she) wears.” This is quite a popular saying. The clothes that _____ (you, your) wear show others the person that you are. It does not matter whether _____ (your, yours) clothes are expensive or cheap. The important thing is that _____ (they, them) must be clean and worn neatly. For example, _____ (my, mine) friend Parul has many expensive and pretty clothes. But she never irons _____ (her, hers) clothes before wearing them and so she never looks neat and presentable. In fact, people think that she is a lazy girl!

The other important thing apart from clothing that can make your image a good one is your hygiene. Ask _____ (you, yourself) - do you like to see someone who comes to work with dirty hair or smelly feet? No! You would like to see _____ (they, them) coming in _____ (their, theirs) best clothes, with nicely combed hair and clean shoes. People expect the same from you.

To put it simply, a clean and healthy person presents a good image of himself/herself. And this is what will be expected of you at college and work. Most companies have a dress code which should be followed strictly. Some may even provide you with the dress, but as for wearing it well - that responsibility is entirely _____ (your, yours).”

SESSION 2: PREPARING A DAILY AND WEEKLY WORK PLAN

RELEVANT KNOWLEDGE

What is a work plan? Why do you need one? Have you ever thought along these lines?

A work plan is a detailed list of the tasks and activities that are going to be carried out to fulfill a scope of work.

As a student, it is important for you to set a target or goal and then plan how to achieve it. Work-planning is your ability to list a collection of related sub-tasks that need to be done, set specific outcome goals to measure the success of each sub-task, allocate sufficient time to carry out each sub-task, evaluate actual work performance, and make necessary adjustments in future work-planning as needed. As an example, read the following:

“School and homework. Activities and chores. Sleeping and eating. So much to fit into a single day!

Anisha, 15, said, "I don't have much time for friends. I wish I could talk to them on the computer and on the phone more". Rakesh, 14, feels like he never has enough time to practice his football and hang out with friends. Instead, he's always studying and doing homework. Karan, 16, wants more time for cricket and Paramjeet, 13, wishes he had more time to watch TV. Malika, 17, said, "I never have time to talk with my friends, write in my diary, or watch a movie!" And Arnav, 17, complained that he never has enough time for himself because he's packed with homework, tuition, and preparing for his exams.

Wouldn't it all be easier if time were like a DVD that you could slow-down, speed-up, fast-forward, or rewind? Or have you wished that time was like a computer game, and when your time was up, you could just stop it and return to it whenever you pleased?

Well, unfortunately, we can't change the speed of time or get more of it. What we CAN do, however, is manage it.

This means that we should:

Consider everything we HAVE to do and we WANT to do.

Understand how much time each activity in a day will take.

Prepare a plan that helps us get through the day, week, or month without running around in circles.

If you learn to tame the time ‘monster’, you might be surprised at how much you can get done. The real reward, however, is that you will probably feel a lot less stressed and far more happy!”

Look at the given sample work plan drawn by Akaash Seth, a call center agent at “this-is-IT.com”, for 5th October, 2012.

Time	Task	Objective
11:00 am.	Check Complaint Files	<ul style="list-style-type: none"> • check for complaints that have been solved • check for complaints that are still unsolved
2:30 pm.	Meeting with Team Manager, Richa Gulati	<ul style="list-style-type: none"> • discuss feedback on performance • discuss career pathway
8:30 pm.	Complete “Call” Reports	<ul style="list-style-type: none"> • number of calls received - 29 • number of calls dropped - 6
9:30 pm.	Submit reports on day’s call success rate	<ul style="list-style-type: none"> • percentage of successful calls - 83% • percentage of unsuccessful calls - 17%

This plan lists the time, task, and objective of work that Akaash Seth is planning to do on the 5th October, 2012. Simple work plans such as this one can be easily drawn up for daily or weekly goals, as required for a situation.

You can keep the points given below in mind when you plan your daily or weekly goals to work upon:

- **Describe the key issues:** Two questions need to be answered.
 1. What needs to be done?
 2. What needs to be done first?
 The answers depend on the level of significance and importance of each task / goal.
- **Identify key strategies:** How will you put your plan into action?

List the major steps that need to take place.

Identify any difficulties you may come across and how they will be managed.
- **Resources required:** What resources do you require to put your plan into action.

Do you require support from your supervisor?

Do you require some additional software?

Do you require a faster computer?

- Timelines: When do you start? When do you have to finish? Are your goals achievable in the given time? Have you thought about the other tasks that may need your attention at the same time?

EXERCISE

Read the following exercise “Work Plan Activity 1”:

- On *Monday*, Aarav will have a talk with his team of newly hired agents at 9:00 a.m. This will include introducing them to one another, describing the job that they each need to perform, and showing them how to fill in the reports. At 7:00 pm., he will supervise the teams’ first day’s performance while dealing with customers on calls. This will include how they opened and closed their calls, identifying their strengths and the areas that they need improving, and helping them accordingly.
- On *Tuesday*, Aarav will supervise the team’s daily attendance reports at 9:00 am. At 10:00 am, he will ask his team members and ask them to submit their daily individual “call-report” by the end of the day. This will include a report on all the calls; that they have received / answered, and all the calls that got disconnected / dropped. And also their percentage of successful and unsuccessful calls.
- On *Wednesday* Aarav will check the daily attendance report at 9:00 am.
- On *Thursday*, Aarav will check the daily attendance report at 9:00 a.m. At 5:30 pm, he will prepare an individual performance report on all of his team members to submit to his Manager.
- On *Friday*, Aarav will check the daily attendance report at 9:00 a.m. At 4:00 pm., he will have a meeting with his Manager, Tanuja Chattergee. She will give her weekly feedback reports of the teams’ performance, based on Aarav’s report, during the meeting. He will organize and oversee a team building exercise on ‘goal-setting’ at 5:30pm.

The details given are of Aarav Kapoor’s Weekly Work Plan from October 22nd to October 26th. You have to fill the table below and draw up the work plan in their Student Handbooks in class.

Date	Day	Time	Task	Objective

Date	Day	Time	Task	Objective

Now look at the exercise “Work Plan Activity 2”:

A: Hi, has Aarav drawn up his new work plan?
B: Yes. We had a talk yesterday. He has made some changes in his work routine.
A: Oh! I was absent yesterday. Could you tell me what changes were made?
B: Sure. He plans to have a talk with his team of newly hired agents on _____ which is a _____.
A: Oh! When and about what?
B: At _____ on _____ morning. He’s going to _____ them to each other and _____ their _____ to each of them.
A: So will he be asking them to fill in their _____?
B: Yes. He’s going to show them how.
A: Oh...good! What about the rest of the week?
B: From Tuesday he’s going to check their daily _____ at _____ every day.
A: And what about the rest of the day?
B: At _____ Tuesday, he’s going to ask them to submit their daily individual _____ by the end of the day.
A: Will his schedule be the same for Wednesday?
B: I’m sure it is.

A: When will he prepare their _____ ?
 B: On Thursday, at _____.
 A: And has he planned anything for Friday?
 B: Aarav will have a _____ with his _____ at _____. He will give his weekly _____ of the _____'s performance. After which, he will organize and oversee a _____ on ' _____ ' at _____.
 A: Good! Sounds like he's got it all worked out.

Listen to the instructions given by your facilitator and complete this exercise.

Future continuous tense

Examples:

1. Our team **will be competing** in the final round.
2. They **will be selecting** the best three teams.
3. The game **will be starting** in five minutes.

Identify the sentences in the future continuous tense.

1. You **will be drawing** up a work plan for next month.
2. What kind of information **will be included** in the work plan?
3. Lavanya **will be preparing** the work plan very soon.
4. She **is asking** what the work plan should be based on.
5. Tell her that the work plan **should include** the following topics.
6. I **will be finishing** the work plan tonight.
7. **Will you be including** the interviews in the work plan?
8. No. I **will not be including** the interviews in the work plan.

The following is a work plan for a day at an IT company. Change the sentences to the future continuous tense.

1. Twenty-eight new employees are arriving today.

2. We will make a work plan for the new employees.

3. I am meeting Kushaal and Raaj today.

4. We will make a new career plan for the software programmers.

5. I will complete the daily scheduled task by 5pm today.

6. As part of today's training session, I will teach the trainees how to program gaming software.

7. Then I will show them how to create their own individual password for the program.

8. After that, I will demonstrate how to install the software.

9. I visited two of our offices in Bangalore and Mumbai.

10. We will put up the advertisements for our website today.

SESSION 3: THE IMPORTANCE OF COMPUTERS

RELEVANT KNOWLEDGE

In this session, you will understand the importance of computers in today's world. Read aloud the points given below.

- The extraordinary growth of computers in the modern world has been amazing. Computer is an electronic device used in almost every field even where it is most unexpected. That is why the age of the computer is known as the “IT-age!”
- In most offices around the world today, the computer has become an important and necessary tool that enables communication and work.
- Governments around the world are introducing computer classes as one of the core subjects in the education curriculum today, because they realize that a computer-skilled enabled workforce is very important for the countries' economy. In addition, by the use of a few buttons on the keyboard, computers have simplified many complex tasks.
- From schools to workplaces, it has claimed a central position because of its many useful functions.
- Computer has become very important nowadays because it is very accurate, fast and can accomplish many tasks easily, as computers can do very big calculations in just a fraction of a second.
- Computers allow people with disabilities to do normal activities; shopping online, playing games with other people and work from home.
- Computer knowledge is essential in our world today, as basic computer skills have become one of the main conditions for getting a job.
- The presence of internet has revolutionized the way people communicate and interact. Computers make lives of people easier and more comfortable: they give opportunities to millions of people to keep in touch, while being in different parts of the world.
- Business transactions, broadcasting of information and interpersonal (family and friendly) interactions have all been incorporated in the computerization process.
- In the days before the computer, tasks were completed manually and required much more time than it does today.
- Computers can store a huge amount of data, far more than the human mind.
- Today people work for employers from other countries even without seeing them.
- Computers today are irreplaceable for business people and those who need them for work and for students to study.

- One of the most positive results from the usage of computers, is the impact it has had on de-forestation; cutting down of trees, as the use of paper in offices around the world has gone down vastly over the years.
- Computers today are portable and no longer restrict their user to a desk. They come in various models and sizes; from the super-thin Laptop to a pocket-sized Tablet PC. This makes it easier for anyone to communicate and work from anywhere!

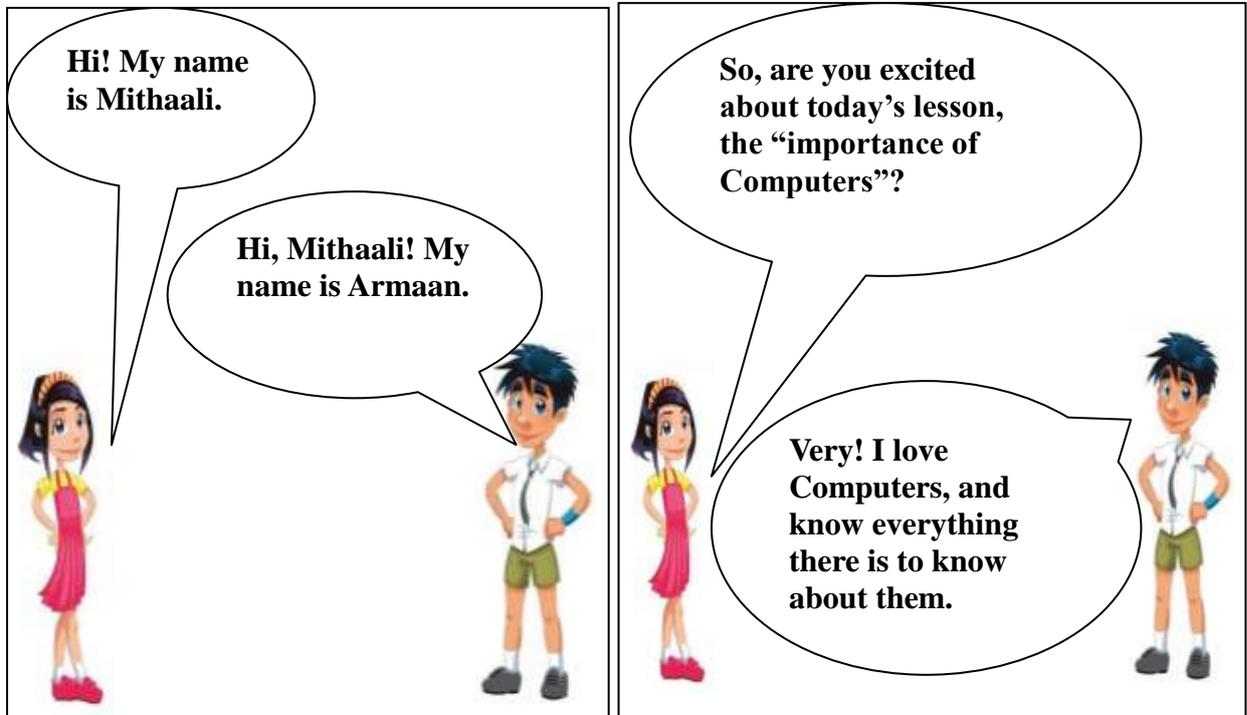
EXERCISE

To assess your comprehension of the importance of computers, you will do the following exercises.

A. Answer the following questions, in your own words.

1. How have computers simplified many complex tasks?
2. Why has the computer become an important and necessary tool in most offices around the world today?
3. Why are governments around the world introducing computer classes as one of the core subjects in the curriculum?
4. Why are computers considered important, in schools and workplaces?
5. What is one of the main conditions for getting a job now a days?
6. What is the age of the computer known as?
7. How have computers made life easier and more comfortable for people?
8. How was performing tasks before the use of computers, different from what it is today?
9. What is one of the most positive outcome of the use of computers, and why?
10. How have computers made it easier for people to communicate and work?

B. Go through the following snippet:
“Importance of Computers in Today’s World”.



: So Armaan, because you say that you know everything there is to know about computers, tell me, do you know why computers are so _____ today?

: That's easy! Because it allows, people from across the globe to _____ , and keep in touch with each other.

: It's so cool the way families can stay _____ over long distances at no cost.

: I agree. Did you know that almost all businesses use computers for their _____?

: Yes. Even students use them to do their _____.

: So, that's how you've been getting yours done!

: Well, I'm just glad our _____ is encouraging the use of computers in all our schools.

: I agree because, one has to have basic _____ in order to get a job.

: That's because in most _____ around the world today, the computer has become such an important and _____ tool that enables _____ and _____.

: I agree. Armaan, can you tell me, what is one of the most _____ results from the use of computers?

: Yes. They're also very important because they're very _____,fast and can _____ many tasks easily. Computers can do the biggest of _____ in just a fraction of a second!

: The impact it has had on de-forestation; cutting down of trees, as the use of _____ in offices around the world has gone down vastly over the years

: Yes. I think computers are super! Look at how easy and _____ they've made our lives.

: I know. Today, by just the use of a few _____ on the _____, computers have simplified so many complex tasks.

: Do you know that computers have made it easy for people to communicate and work from anywhere?

: Yes. Since computers today come in various _____ and _____; from the super-thin _____ to a _____ sized _____ PC, they can be carried and used from anywhere in the world!

: Can you imagine how life must have been before the computer?

 : No, but my dad often tells me that in the days before the computer, tasks were completed _____ and required much more _____ than it does today.

 : Thank God, we are born in the “_____ -age”!

 : I completely agree!!

Follow the instructions of your facilitator and complete the exercise in class.

Using Articles - a, an, the

Examples:

1. I just came back from **the** computer-lab.
2. Is there **a** computer-lab in your school?
3. Every school in **the** state has **a** computer-lab.

Fill in the blanks with the appropriate article “a”, “an” or “the”. Some sentences may not require an article:

1. Which category does ____ HCL belong to? (--)
2. She has ____ iPad and ____ laptop at home. (an, a)
3. Put ____ DVD in the computer. (the)
4. You will need ____ copy of each page. (a)
5. Can you call out ____ name of ____ sessions? (the, the)
6. Can you help me count ____ number of CDs? (the)
7. We need to sell all ____ computers by Friday. (the)
8. Who is typing ____ remaining letters? (the)
9. The computer needs _____ cleaning. (--)
10. Place _____ laptop on the desk. (the)

ASSESSMENT

Fill in the blanks with the articles ‘a’, ‘an’ or ‘the’.

- (a) Make _____ list of all the CD’s you need.
- (b) You should place all _____ schools work in a folder on your computer.
- (c) I have _____ iPad and two laptops.
- (d) Why have you switched _____ computer off?
- (e) Manisha, you need to make copies of all ____ sessions using ____ printer.
- (f) I guess _____ item is missing from this shelf.
- (g) We need to rearrange _____ CD’s on these shelves based on the alphabet.
- (h) We have just received forty new desktops. Arrange them alongside ____ laptops.
- (i) Have you checked ____ computer for any viruses?
- (j) Nothing has gone wrong with ____ computer. It is working fine.

SESSION 4: IDENTIFYING DIFFERENT TYPES OF COMPUTERS

RELEVANT KNOWLEDGE

In this session, you will be recall different types of computers. How many can you name? List them in your notebooks and describe each one of them in your own words in a sentence.

EXERCISE

Carefully read aloud the table listed below. You will be answering a quiz based on this table. Pay attention to the questions posed by your facilitator.

Desktops:

- a. A desktop is also known as a “Personal Computer” (PC), and can be used in a single place.
- b. Desktop computers normally cost less than some of the other types of computers.
- c. Desktops are popular for daily use in the workplace and households.

Laptops:

- a. Laptop computers are smaller in size and best to use for people who travel as they can work while they are travelling.
- b. Laptops run on a single battery, and because they can be operated anywhere on battery power, Laptops provide mobility.
- c. Laptops operate very similar to Desktops but are less powerful than desktops.

Netbooks:

- a. Netbooks are very similar to laptops, but are low-cost and smaller in size.
- b. Netbooks are the newer version of ‘notebook computers’.
- c. Today Netbooks have overtaken notebooks in terms of popularity and size and sales.

Smartphones:

- a. A smartphone is one device that can take care of all of your handheld computing and communication needs in a single, small package.
- b. Smartphones are equipped with enhanced multimedia features; allowing one to take and view pictures and video in many formats. It has one or two cameras.
- c. Smartphones function as a mini computer, allowing the user access to the Internet and give the user the ability to download games and other productivity applications.

Tablet PCs:

- a. Tablets are very similar to PDAs.
- b. Tablets are mobile computers that are very easy to use.
- c. Tablets also have touch screen technology.
- d. Tablets also have either an onscreen keyboard or a digital pen.
- e. “Apple’s iPad” redefined the class of Tablet PCs.

Servers:

- a. Servers are computers designed to provide services to a large area network of computers linked together.
- b. Servers have very large storage capacities and powerful processors.
- c. Servers are usually very large in size, as they have large processors and many hard drives.
- d. Servers are designed to be dependable and resistant to computer crashes.

Present Continuous Tense.

Identify the verb in the sentences and if present continuous tense has been used.

- 1. I am going to the electronic store to buy a Laptop.
- 2. Shonali is buying a Netbook
- 3. Shopping at the electronic store is such great fun.
- 4. It is less tiring than shopping at the mall
- 5. I am planning to buy my iPad with my next month’s salary.

ASSESSMENT

Change the italicized sentences to the present continuous tense.

1. *These days, I like to shop at the Electronic store.* So many people come to buy the various types of computers available there.
_____.

2. *Zakhir went to the store to buy a Netbook.* He said he wants to buy it for his Dad.
_____.

3. *My parents will gift me a Laptop today.* It is what I had asked for.
_____.

4. *I bought a additional battery for my Laptop.* I find it convenient to work while I am travelling in the car.

5. *I will try the local CD store. I can buy the games and movies DVDs from there.*

6. *Tushar plans to buy his Tablet PC from a Secondhand Goods Store. He says that the store will have good Tablet computers far cheaper than the selling price.*

7. *I thought of getting my computer serviced and upgraded at Ace Electronics. It may be a small firm, but the people there know how to do their job well.*

8. *Ace One, an International Call Center in Delhi, has offered me a job. It will be a pleasure to work in a company which develops such three different types of computer software*

9. *Tanuja and I will be working in the same Call Center together.*

10. *Have you gone to check out the new computer store at the mall? They sell different types of computers there.*

REVIEW SESSION 1

RELEVANT KNOWLEDGE

The purpose of this session is to evaluate your knowledge and understanding of Sessions 1, 2, 3 and 4.

Methodology: The review evaluations will be **Question ‘and’ Answer** based. Answers will be assessed on Content, Context, Grammar, Sentence structure and Vocabulary based on the sessions that were imparted.

Process: The review evaluations will be divided into four parts. One for each session:

- Hygiene and Dress.
- Preparing a daily and weekly work plan.
- Importance of Computers.
- Identifying different kinds of computers.

ASSESSMENT

Review of Session 1: Hygiene and Dress

- 1) *Answer each question in the “Questions” section as completely as possible, in your own words. “Parroted” answers are not expected. (i.e. do not repeat the exact same words that were taught in the sessions).*

Questions

- a) What are the lists of products that go with the following phrases? - You can name the product in any order.
 - a. Smooth dude!
 - b. Strong, silky, and healthy!
 - c. Feel the energy!
 - d. Stay fresh, stay confident!
 - e. Protection and freshness - 24x7!
 - f. Best foot forward every day!
 - g. Wah! Kya smile hai!
 - h. Clip away!
 - i. Good bye, to wrinkly clothes!
 - j. Safe hands mean safe you!
 - k. Not a hair out of place!
- b) True or false: A clean and well-dressed person is someone who wears expensive clothes.

- c) What kind of a person defines the idea of good “Dress and Hygiene”?
- d) Why is it important to dress up for an interview?
- e) Form sentences using the pronouns “Their”, “Our” “You” and “Your”.
- 2) *In the sentences given below, fill in the blanks with the appropriate pronouns.*
- It does not matter whether _____ (your, yours) clothes are expensive or cheap. The important thing is that _____ (they, them) must be clean and worn neatly.
 - _____ (My, Mine) friend Parul has many expensive and pretty clothes. But she never irons _____ (her, hers) clothes before wearing them and so she never looks neat and presentable.
 - The other important thing apart from clothing that creates a good image, is _____ (you’re, your) hygiene.
 - Ask _____ (you, yourself) do you like to see someone who comes to work with dirty clothes or bad body odor?
 - Would you like to see _____ (they, them) in _____ (their, theirs) best clothes, with neatly combed hair and clean clothes. Remember, people expect the same from you.

Review of Session 2: Preparing a Daily and Weekly Plan

- 1) *The details given are below of Simran Moitra’s Weekly Work Plan from August 20th to August 24th. Fill in the details and draw up the work plan in the table given below.*
- On *Monday*, Simran will have a talk with her team of agents at 9:30 am. This will include briefing them on the daily task that they each need to perform, and remind them to fill in the reports. At 7:00 pm., she will supervise the teams’ first day’s performance while dealing with customers on calls. This will include how they opened and closed their calls, identifying their strengths and the areas that they need improving, and helping them accordingly.
 - On *Tuesday*, at 9:00 am, Simran will supervise the team’s daily attendance reports; number of team members on time, number of team members late, number of team members present, number of team members absent. At 10:00 am, she will ask her team members to submit their daily individual “call-report” by the end of the day. This will include a report on all the calls; that they have received / answered, and all the calls that got disconnected / dropped. And, also their percentage of successful and unsuccessful calls.

- On Wednesday Simran will check the daily attendance report at 9:00 am. At 5:30 pm, she will prepare the individual performance report for each of her team members and submit to her Manager, Mr. Jay Malhotra.
- On *Thursday*, Simran will check the daily attendance report at 9:00 a.m.
- On Friday, Simran will check the daily attendance report at 9:00 a.m. At 4:30 pm., she will have a meeting with her Manager, Jay Malhotra, who will give his weekly feedback of the teams' performance, based on Simran's report. After the meeting, Simran will organize and oversee a team building exercise on 'goal-setting' at 6:00pm.

Use the given format for creating Simran's workplan

Date	Day	Time	Task	Objective
				•
				•
				•
				•

2) *Change the sentences given below, to the future continuous tense.*

- We will make a work plan for the new employees.
- I am meeting Kushaal and Raaj today.
- We will make a new career plan for the software programmers.
- As part of today's training session, I will teach the trainees how to program gaming software.
- I will demonstrate how to install the software.

Review of Session 3: Importance of Computers

- 1) *Answer each question in the “Questions” section as completely as possible, in your own words.*

Questions

- a) Why are computers so important to offices around the world today?
- b) How are computers more effective in performing tasks, especially when calculating numbers?
- c) Why are governments around the world introducing computer classes as one of the core subjects in the education curriculum today?
- d) How have computers made it easier for people to communicate and work from anywhere?
- e) Why have computers claimed a central position in schools and workplaces?
- f) What is one of the main conditions for getting a job today?
- g) What are one of the most positive results from the use of computers, and why?

- 2) *Complete the sentences given below with the appropriate article.*

- a) You should place all _____ schools work in a folder on your computer.
- b) I have _____ iPad and two laptops.
- c) Manisha, you need to make copies of all ____ lessons using ____ printer.
- d) We have just received forty new desktops. Arrange them alongside ____ laptops.
- e) Nothing has gone wrong with ____ computer. It is working fine.

Review of Session 4: Identifying Different Types of Computers

- 1) *Answer each question in the “Questions” section as completely as possible, in your own words.*

Questions

- a) What are the different types of computers?
- b) Name a couple of differences between a desktop and a laptop?
- c) What is a “Smartphone”?
- d) What are “Tablet PCs”?

e) Which Company's Tablet has redefined the class of Tablet PCs world over?

2) *Change the given italicized sentences to the present continuous tense.*

a) *These days, I like to shop at the Electronic store. So many people come to buy the various types of computers available there.*

b) *Zakhir went to the store to buy a Netbook.* He said he wants to buy it for his Dad.

c) *I bought a battery for my Laptop.* I find it convenient to work while I am travelling in the car.

d) *Tushar plans to buy his Tablet PC from a Secondhand Goods Store.* He says that the store will have good Tablet computers far cheaper than the selling price.

e) *I thought of getting my computer serviced and upgraded at Ace Electronics.* It may be a small firm, but the people there know how to do their job well.

SESSION 5: COMPUTER BRANDS AND MODELS

RELEVANT KNOWLEDGE

In this session, you will talk about your preference for a particular computer brand. Name some well known computer brands popular for the following categories of computers:

- Desktops
- Laptops
- Tablet PCs

Select a category and prepare to defend a brand of your choice. You can defend the brand from the point of view of:

- Affordability
- Efficiency
- Brand reliability
- Other attractive features - like the processor speed, storage (memory) space, look, monitor screen resolution, DVD drive, warranty, free software, etc.

Listen carefully to your facilitator as he/she guides you in forming appropriate sentences.

Read aloud the following terms related to computer brands and models.

USP (Unique Selling Point) - A feature of a product shown as the main reason why people should buy it. For example, the USP for Sony Vaio is its punch line “Go Vivid”, as it explains that Vaio comes in different colors.

Brand ambassador - A well-known person or celebrity who promotes and advertises a particular brand. For example, Kareena Kapoor is the brand ambassador for Sony Vaio Laptops.

Branded products - Popular products belonging to established brands, such as, Vaio, iPad, Windows7 and the micro-processor, belong to, Sony, Apple, Microsoft and Intel respectively.

Models - Most computer brands are available in various models, with different features and prices. For Example, HCL has 22 different models of Laptops; HCL ME Laptop K4307 priced at Rs 41, 610, HCL ME Laptop P3897 priced at Rs 29, 250, HCL ME Laptop G3845 priced at Rs 25,130, etc.

EXERCISE

Carefully go through the tables below. You will be doing an exercise in the class based on them. Listen attentively to the instructions given by your facilitator.

1) “Brand HCL”.

- Various products - HCL Desktops, HCL Laptops, and HCL Notebooks (also known as Netbooks).
- Price Factor - Ranging from Rs 20,000 to Rs 50,000.
- Reliability of brand - A well reputed leading brand, started in 1976, in Noida, India.
- Popularity - HCL operates in 31 countries around the world. Today HCL is an empire with more than 90,000 employees’ worldwide.
- USP - “We Build Technology that touches lives” - From aeronautics, computers to life sciences, HCL touches millions of people through technology across the world every day.

Conversation:

A: Did you get your new computer?

B: Yes, I did! And I did not have to spend too much either.

A: What do you mean?

B: I got a brand new laptop at the newly opened ‘Second-hands store’

A: You mean, you bought a *second hand* laptop at the *Second-hand* store?

B: Okay, yes.

A: So, which Laptop did you buy?

B: HCL! Here, have a look. A: That is not a HCL computer!

B: Of course it is. The guy who sold it to me said so.

A: But HCL looks different, and it has its logo on top. This is a different brand.

B: Oh, No! You are right.

A: HCL makes many products like _____.

B: Are they affordable too?

A: Yes, the price ranges from _____ to _____.

B: Wow! They are also a very well-known brand that operates in _____ around the world.

A: Apart from the price range, did you know that HCL has another USP.

B: No. What is it?

A: Their USP “_____” It really works!

B: You are right! I am going right now to that second-hand store to return this laptop, and then I am going to buy myself a brand ‘new’ HCL Laptop! Do you want to come along?

A: Yes!

2) “Brand Sony”

- Parent company Sony Corporation
- Target audience - Global population of all ages.
- Brand reliability - Sony is one of the largest and leading manufacturers of electronic products in the world. Started in 1946 in Tokyo, Japan.
- Popularity - Sony operates worldwide in more than 41 countries, is an empire with more than 1, 62, 700 employees’ worldwide.
- USP - “make.believe” - The introduction of "make.believe" symbolizes Sony's spirit of creativity and innovation and marks the first time the Company has introduced a united brand message encompassing both entertainment and electronics.

Conversation:

A: Which one should we buy?

B: Let’s buy the Green Colored Sony Vaio! I don’t like the brown-black variety.

A: Like some other brands?

B: Yes.

A: Did you know that Sony started in the year _____ in _____ , _____?

B: Oh! I never knew!

A: Can you tell me why you like the Sony laptop instead of other brands?

B: Well, the Sony Vaio has got so many _____.

A: And also _____ is the Brand Ambassador of Sony Vaio!

B: Yes. I suppose that is why it is so popular.

A: It certainly is, and also because it targets a _____ audience of all _____.

B: Plus it has such a unique USP “_____ . _____”, that appeals to everyone.

A: I agree.

3) “Brand APPLE”

- APPLE Inc. - is an American multinational corporation that designs and sells consumer electronics, computer software, and personal computers.
- Well-known products - APPLE’s best-known hardware products are the Macintosh line of computers, the iPod, the iPhone and the iPad. Its software includes; iTunes, iLife, iWork, etc.
- Target audience - Apple’s target customers could be described as middle or upper income individuals who like to use their computer gadgets for fun, not just work, and mostly professionals in the creative media and design fields.

- Brand reliability - APPLE is the largest technology company in the world (by income and profit), more than Google and Microsoft combined. It is an empire with 63,500 employees' worldwide.
- USP - "Think Different" - Apple's iPad would be a good example of their USP, nothing like the iPad existed before APPLE created it.
- Brand Promotion: The USP "Think Different" inspires and motivates the APPLE customer to do something, which is to think differently from other people.

Conversation:

A: I bought an iPad yesterday.

B: Great! APPLE is such a good brand.

A: I keep hearing that. But I don't know much about it.

B: APPLE is actually a _____ that designs and sells _____.

A: Then why do you say "APPLE is a good brand" instead of "APPLE is a good company"?

B: Because a "brand" stands for the entire range of products of a company.

A: OK. I understand it now.

B: Can you tell me some best known products of brand APPLE?

A: Uh...There is the Macintosh line of computers, and the ___ which is a good example of their USP.

B: Yes. Did you know that APPLE is the _____ in the world?

A: Wow! Then it must be manufacturing a lot of computers each year.

B: Of course.

A: Great! What do you think makes it so popular?

B: I think it is popular because it inspires and motivates the APPLE customer to _____, which is to _____ from other people.

A: Must be, after all the USP of the brand is, "Think Different".

4) "Brand DELL Inc."

- DELL Inc. - is an American multinational computer technology corporation that develops, sells and supports computers and related products and services.
- Target audience - DELL's target customers could be described as middle income individuals who like to use their computers at home, at work and on the go (while they travel).
- Brand reliability - DELL is one of the largest technological corporations in the world, with more than 103,300 employees worldwide. Started in 1984 in Texas, USA. It is named after its founder 'Michael Dell'.

- USP - "Yours is here" to say that it customizes computers to fit customers' requirements.
- Brand Promotion: DELL claims to have "something for everyone".

Conversation:

A: There are too many Brands here, I can't find DELL.

B: Hey! I can see the DELL Store over there.

A: Nothing escapes your eyes!

B: Finally! I love this place. It's a computer geek's paradise!

A: Same here. But can you tell me why you like it?

B: Well, because of the range of computers they make that suits my requirements.

A: That is what DELL is all about - "_____". It is the USP of the brand.

B: But that is not the only reason.

A: What's the other reason?

B: The fact that DELL has _____ for _____.

A: Wow! I'm sure all these factors are responsible for the brand's success.

B: Did you know that DELL was named after its founder _____.

A: No, I didn't. It's good to know. Thanks.

Past Continuous Tense

Examples:

1. Sheetal **was designing** a game on her computer for her brother.
2. They **were rehearsing** for the competition.
3. The teachers **were having** a meeting.

1. Identify the sentences given below which use the past continuous tense.

1. We **were looking** for Laptops.
2. The salesman **was suggesting** Sony, Dell, and HP.
3. We **started trying out** the games.
4. But the CDs **were not playing** well.
5. We **continued searching** in other shops.
6. Finally we **found** a reasonably priced Tablet PC that did not suit our budget.
7. It **was** an Apple iPad and **was** very expensive.
8. But we **got** a good discount.
9. We **were smiling** as we came out of the shop.

ASSESSMENT

Rewrite the sentences by changing the verbs in bold to the Past Continuous Tense.

1. Because of the sale at the APPLE store, people **tried** to buy many computer products.
2. I **assisted** a customer in finding a pair of speakers for his computer.
3. The logo on the laptop said DELL, but it **looked** fake.
4. I **showed** the anti-virus software which said “100% safety from internet viruses” to assure the customer that it was completely safe to use.
5. My friend **insisted** on going to the new Electronics store at the mall, as she would get multiple computer brands under one roof.
6. Paramjeet **worked** in the hardware section of the shop, but he was later shifted to the software section as more people were needed there.
7. Last week Sony World **ran** a Customer Loyalty Program, where all their regular customers got a 20% discount on their purchases.
8. I **told** the customer that she should not wash her monitor with water, as it could spoil it.
9. Everyone **spoke** highly of the new iPhone from APPLE.

SESSION 6: FEATURES, ADVANTAGES AND BENEFITS

RELEVANT KNOWLEDGE

Look at the heading of this session. What do these terms indicate to you? How do these terms relate to a product? Jot down your thoughts. The features, advantages and benefits of a product are referred to as the FAB of the product.

Read aloud the details below:

Features

- A feature of a product is something which is hopefully unique in some way.
- A feature should differentiate one product from its competition (although many times features are similar between competitive products).
- The important features of a product are its Unique Selling Points (USPs) - that are not available with the competitor's product. (*For Example:* The “iPhone 4S” from Apple). Therefore, you need to identify your own product's unique selling points and make sure your customer agrees that these are important to them.

Note: Most people think features are benefits but they are not. The customer likes the features because they provide them with an advantage, and the advantage then provides them with the benefits.

Here are some examples of the features of a product - mobile phone:

- Some mobile phones have the ability to surf the web and run Internet-based applications.
- Many mobile phones have built-in digital cameras, and can play music and videos that are stored on the device in addition to making phone calls.
- Some of the latest mobile phones have built-in physical keyboards while others use touch screen keyboards within the phone's screen or a traditional numbered phone keypad.
- Some newer smart phones are also capable of streaming music and video from the web.
- Mobile phones with built-in Bluetooth can be connected to hands-free headsets and speakerphones, as well as share data with your computer and other devices without having to connect the phone to them using wires.
- Some mobile phones offer only built-in memory, while others give users the ability to expand the phone's memory using memory cards.

Advantages

- The advantage is a result of the feature and is providing something good for the customer.
- The advantage is dependent upon the feature
- The advantage is not always apparent so sometimes it needs to be explained.
- Always ensure the customer understands the advantages to the features the product provides.

Given below are some examples of advantages of the product - mobile phone.

- Mobile phones today enable many company executives to work from across the world due to its computing applications.
- Mobile phones today perform various functions, eliminating the need for carrying different stand-alone gadgets.
- Mobile phones are now a customers' music system, digital camera, gaming device, computer, all rolled into one!
- These mobile phones cater to the need of each and every class of people.
- The newest mobile phones ensure that customers get outstanding multimedia capabilities and high-tech digital cameras that enable customers to capture a moment and turn it into a memory.
- Mobile phones with MP3 player, allow customers to play their favorite music tracks with superb sound quality and share them with their friends via powerful Bluetooth wireless technology.
- Mobile phones allow customers to access the latest technology in the palm of your hand.

Benefits

- The benefits are the final results caused by the advantages, which in turn have been brought about by the features.
- Few people really understand what benefits are, and can successfully communicate them to the potential customer.
- The benefit is the real reason that a customer will make the decision to invest money and buy the product.

Given below are some examples of benefits of the product - mobile phone.

- Stay connected anytime and anywhere: The most basic benefit of a cell phone for which most of us use it is that we can stay connected with our loved ones in any part of the world and anytime. Gone are the days when we used to stand in queues to make an STD or ISD

calls. You can talk to your loved ones staying even seven seas far with cell phones.

- Mini PC: cell phones are nowadays almost equivalent to mini computers. The latest ones are equipped with windows and internet facilities. So you don't need to wait for the newspaper! You can simply access the internet on your cell phone and get to know about the latest news, your e-mails, movie shows and a lot more!
- Enhance your business: cell phones are a great help even at your business. With cell phones, you can constantly stay in touch with your employees and get to know about crucial information of your business.
- Wholesome entertainment: with a cell phone in your hand, you don't need a TV or PC to get entertained. It is all in your cell phone. You can play games, listen to music, and click pictures and even record videos in your cell phone.
- Transfer of data: these days cell phones are equipped with infrared and bluetooth technologies which allow you to transfer data like mails, pictures, music and even videos just in span of seconds.

Knowledge of FAB helps to impart product information to the potential customer. Sometimes customers may not be aware of the advantages and benefits of the product, so it's the responsibility of a salesperson to bring it to their attention. After all, FAB is the real reason why customers choose one product over another.

Given this information, you will follow the instructions of your facilitator and complete an activity in class.

EXERCISE

- 1) *Rearrange the following sentences so as to form a conversation between a customer and a salesperson. The salesperson is explaining the Features, Advantages and Benefits of Laptop Computers.*

Customer: Wow! That's like a lot in such a small package! So, how much does it cost?

Salesperson: Some of the advantages of the Prime-Top Comps' K-Series are; their lightweight bodies make it easier for them to be carried around. Their full flat surfaces make it easy to slide them into and out of a bag. Their Bluetooth technology provides the option of working wireless. Their easy mobility enables work to get done on time. The Intel Core i7 processor allows for instant access to information (*wireless or internet connected laptops*) at very high speeds and very low power out-put. Plus, their various colors make a very strong fashion statement.

Customer: How different can they be? What are the advantages of the laptops your company makes?

Salesperson: Many, Sir/Ma'am. Let me first explain the features to you.

Customer: Ok. That does not seem too steep, but what are the real advantages of owning one of these?

Salesperson: At the counter, Sir/Ma'am. That way, Sir/Ma'am, please follow the arrow.

Customer: Ok.

Salesperson: Thank you so much, Sir/Ma'am. It was a pleasure serving you. Do come back again!

Customer: Super! That's really impressive.

Salesperson: Of course, Sir/Ma'am. It is a simple process. We at "Prime-Top Comps" make some of the best laptop computers in the market.

Customer: Yes, I see it. Thank you.

Salesperson: It comes at an unbelievable price of only Rs 35,000.

Customer: I am looking for a good laptop for my nephew. He has just started travelling regularly for work, so I thought of buying him something useful. Could you help me select one?

Salesperson: And yet their features, advantages and benefits are very different!

Customer: Could you tell me about the benefits too?

Salesperson: I agree, Sir/Ma'am.

Customer: Great! Everything sounds excellent!

Salesperson: Thank you, Sir/Ma'am. The K-Series has been made to benefit everyone. So, would you like to gift one of our K-Series laptops to your nephew? Or, would you like to see something else?

Customer: No need to. You've convinced me. So, please make me a bill for my nephews' new Prime-Top Comps' K-Series Laptop!

Salesperson: Of course, Sir/Ma'am. Some of them are; Time management: as its' portability enables for work to be done from anywhere and anytime. Immediate access to information: as carrying a K-Series laptop means having instant access to information, whether it's from saved files or from the Internet, just flip open to find a solution. Low power consumption: the K-Series models are more power-efficient than a desktop. They are beneficial for businesses and homes where there is a computer running constantly. The K-Series models are made to save money on the electricity bill. The K-Series models can run for several hours off its internal battery. This is useful for people who travel or when there is a power cut and work still needs to get done. The K-Series models saves on money too, as other laptops in the market, with similar FABs, cost a minimum of 46,000 rupees and go up to 1, 64,000 rupees. The K-Series models costs only 35,000 rupees and only goes up to 78,000 rupees.

Customer: Well, thought that's good to know, because I really don't know a thing about them. To me all laptop computers pretty much look the same!

Salesperson: Thank you so much, Sir/Ma'am. I'll do it right away!

Customer: Where do I make the payment?

Salesperson: Our premium "K Series" is ultra-light and thin, perfect for people on the go, just like your nephew. The K-Series models have full flat surfaces, and come with a specially engraved hinge and the finest quality carbon top panel. IT also has a third generation Intel Core i7 processor, along with built-in Bluetooth. The compatible accessories include a Bluetooth mouse, keyboard, and headset. The K-Series models come with in-built internal battery. Their monitors have a screen size of 14.5 inches, and have a web-camera of super clarity. It has a 4GB RAM and a hard drive of 500 GB. Plus they come in various colors, and only weigh 1.3 kg.

Prepositions

A preposition is a word that *links a noun and pronoun to other words in a sentence*. Prepositions are used as follows:

- Prepositions of *time*: at, on, in, during, since, until, by, etc. We reached the hostel **at** 9 pm. We reached the hostel **on** Monday. We will reach the airport **in** an hour. **Note:** Use **at** for specific times, **on** for days and dates, and **in** for non-specific times.

- Prepositions of *place*: at, on, in, over, above, under, beside, behind, etc. We went **to** the library. The library is **on** Hudson Lane. **Note**: Use **at** for specific places, **on** for roads, streets, etc., and **in** for cities, countries, etc.
- Prepositions of *direction*: to, from, across, through, around, into, towards, etc. The electronics shop is **across** the street. The cricketers went **in** that direction.
- Prepositions indicating other relationships: by, with, of, for, etc. This sari is made **of** silk. A surprise is waiting **for** you.

Examples:

1. She spilt tea all **over** the tablecloth.
2. Put these coins **in** the piggy bank.
3. Pour the grains **into** the sack.
4. Turn **off** the lights before you go to sleep.

Choose the correct preposition in the following:

1. This user manual provides details ____ how to use the microwave oven. (of, for, on)
2. The microwave oven should be opened ____ pressing this button. (through, by, on)
3. Place the utensil ____ this raised plate. (above, on, over)
4. Only microwave-safe utensils should be used ____ cooking and heating in a microwave oven. (with, in, for)
5. The red button ____ (in, at, on) the front is ____ (about, for, to) setting the time.
6. The green button is meant ____ turning the oven on. (about, by, for)
7. The oven will beep to let you know when the time is _____. (over, up, down)

Fill in the blank with the correct preposition:

Salesperson: Can I help you, Ma'am?

Customer: Yes, please. Could you show me how to operate this washing machine?

Salesperson: Sure, Ma'am. It is very easy to operate Landers' AutoWash washing machine. It will wash, rinse, and dry your clothes all _____ (by, over) itself. To open it, you need to press this button. The lid will rise _____ (up, above) on its own.

Customer: Okay.

Salesperson: Then, you can put your garments _____. (Into, in)

Customer: Just a minute. Can I wash all kinds of garments together?

Salesperson: You can, but you are advised _____ (for, against) washing different fabrics together. Soft fabrics might be ruined if you wash them _____ (between, with) heavy ones.

Customer: Okay. And how do I set the time?

Salesperson: It depends _____ (on, for) the number of clothes you want to wash _____ (at, over) a time. If the load is heavy, you have to push the "Heavy" button. The machine will set the time and amount of water automatically.

Customer: Okay. Can I use hot water?

Salesperson: Of course, Ma'am. The machine has hot and cold washing options.

Customer: Alright. And what _____ (about, for) flushing?

Salesperson: Just take the machine's pipe _____ (off, of) its holder as soon as you have switched it on. The machine will automatically flush when it is done.

Customer: Great! Thanks for your help.

Salesperson: It's my pleasure, Ma'am.

REVIEW SESSION 2

RELEVANT KNOWLEDGE

The purpose of this session is to evaluate your knowledge and understanding of Sessions 5 and 6.

Methodology: The review evaluations will be **Question 'n' Answer** and **Role play** based. Answers will be assessed on Content, Context, Grammar, Sentence structure and Vocabulary based on the sessions that were imparted.

Process: The review evaluations will be divided into two parts, one for each session:

- Computer Brands and Models.
- Features, Advantages and Benefits.

ASSESSMENT

Review of Session 5: Computer Brands and Models

Listen carefully to your facilitator and complete the following details as per directions given.

- 1) *Fill in the blanks in the Role-Play section, to form a conversation between a customer and a salesperson with appropriate responses.*

Role-Play: Name that Brand!

Customer: Which brand of computers would you recommend I buy?

Salesperson: I would recommend Brand _____.

Customer: Why this brand? What is so special about them?

Salesperson: Because _____ touches the lives of millions of people through _____ across the world every day, right from aeronautics and computers to life sciences.

Customer: Good to know, however; what are the different types of computers they manufacture?

Salesperson: They make various products, such as, _____, _____, and _____ (also known as Netbooks).

Customer: Are they expensive?

Salesperson: Not at all. In fact, they're quite affordable. The price _____ from Rs 20,000 to Rs 50,000.

Customer: How old is the brand?

Salesperson: _____ was founded in 19____, so they're 36years old.

Customer: Okay, but are they as popular as some of the other brands?

Salesperson: Absolutely! _____ is a well-_____ leading brand that _____ in 31 countries, and is an empire with more than 90,000 employees' worldwide.

Customer: Wow! That is impressive.

2) *Answer each question in the "Questions" section as completely as possible, in your own words.*

Questions:

- a) What is the difference between the following terms; Branded Products, Unique Selling Point and Brand Ambassador? Give one example of a popular product of an established brand, its Unique Selling Point and its brand ambassador.
- b) Which company was founded in 1984, in Texas, USA, and is named after its founder? *If possible, name the founder.*
- c) Which Brand's USP do the following phrases belong to?
 - "We Build Technology that touches lives"
 - "Yours is here"
 - "Think Different"
 - "make.believe"
- d) Name some of the products APPLE makes?
- e) Which country was SONY Corporation founded in?
- f) Which company's brand promotion claims to have "something for everyone"?
- g) What are the different aspects that contribute to building a Brand Name?
- h) Name a few brand names that make Desktops, Laptops and Tablet PCs?

3) *In the sentences given below, re-write the given sentences by changing the verbs in bold to the past continuous tense.*

- a) Because of the sale at the APPLE store, people **tried** to buy many computer products.
- b) I **assisted** a customer in finding a pair of speakers for his computer.
- c) I **showed** the anti-virus software which said “100% safety from internet viruses” to assure the customer that it was completely safe to use.
- d) My friend **insisted** on going to the new Electronics store at the mall, as she would get multiple computer brands under one roof.
- e) Paramjeet **worked** in the hardware section of the shop, but he was later shifted to the software section as more people were needed there.
- f) Last week Sony World **ran** a Customer Loyalty Program, where all their regular customers got a 20% discount on their purchases.
- g) Everyone **spoke** highly of the new iPhone from APPLE.

Review of Session 6 : Features, Advantages and Benefits

Listen carefully to your facilitator and complete the following details as per directions given.

- 1) *Answer each question in the “Questions” section as completely as possible, in your own words.*

Question:

- a) What are the features, advantages and benefits(F.A.B) of a product? Explain.
 - b) You've just been handed a new product for a brand new client at your company. Your assignment -to describe the F.A.B of the “Pencil”?
- 2) *Rearrange the dialogues in the role-play section, to form a conversation between a customer and a salesperson. The salesperson has to explain the features, advantages and benefits of Laptop Computers, in a sequential order.*

Role-Play

Customer: Wow! That's like a lot in such a small package! So, how much does it cost?

Salesperson: Some of the advantages of the Prime-Top Comps' K-Series are; their lightweight bodies make it easier for them to be carried around. Their full flat surfaces make it easy to slide them into and out of a bag. Their Bluetooth technology provides the option of working wireless. Their easy mobility enables work to get done on time. The Intel Core i7 processor allows for instant access to information (*wireless or internet connected laptops*) at very high speeds and very low power out-put. Plus, their various colors make a very strong fashion statement.

Customer: How different can they be? What are the advantages of the laptops your company makes?

Salesperson: Many, Sir/Ma'am. Let me first explain the features to you.

Customer: No need to. You've convinced me. So, please make me a bill for my nephews' new Prime-Top Comps' K-Series Laptop!

Salesperson: At the counter, Sir/Ma'am. That way, Sir/Ma'am, please follow the arrow.

Customer: Could you tell me about the benefits too?

Salesperson: Thank you so much, Sir/Ma'am. It was a pleasure serving you. Do come back again!

Customer: Super! That's really impressive.

Salesperson: Of course, Sir/Ma'am. It is a simple process. We at "Prime-Top Comps" make some of the best laptop computers in the market.

Customer: Yes, I see it. Thank you.

Salesperson: It comes at an unbelievable price of only Rs 35,000.

Customer: I am looking for a good laptop for my nephew. He has just started travelling regularly for work, so I thought of buying him something useful. Could you help me select one?

Salesperson: And yet their features, advantages and benefits are very different!

Customer: Well, thought that's good to know, because I really don't know a thing about them. To me all laptop computers pretty much look the same!

Salesperson: I agree, Sir/Ma'am.

Customer: Ok.

Salesperson: Our premium "K Series" is ultra-light and thin, perfect for people on the go, just like your nephew. The K-Series models have full flat surfaces, and come with a specially engraved hinge and the finest quality carbon top panel. IT also has a third generation Intel Core i7 processor, along with built-in Bluetooth. The compatible accessories include a Bluetooth mouse, keyboard, and headset. The K-Series models come with in-built internal battery. Their monitors have a screen size of 14.5 inches, and have a web-camera of super clarity. It has a 4GB RAM and a hard drive of 500 GB. Plus they come in various colors, and only weigh 1.3 kg.

Customer: Great! Everything sounds excellent!

Salesperson: Thank you, Sir/Ma'am. The K-Series has been made to benefit everyone. So, would you like to gift one of our K-Series laptops to your nephew? Or, would you like to see something else?

Customer: Ok. That does not seem too steep, but what are the real advantages of owning one of these?

Salesperson: Of course, Sir/Ma'am. Some of them are:

1. Time management: as its' portability enables for work to be done from anywhere and anytime. Immediate access to information: as carrying a K-Series laptop means having instant access to information, whether it's from saved files or from the Internet, just flip open to find a solution.

2. Low power consumption: the K-Series models are more power-efficient than a desktop. They are beneficial for businesses and homes where there is a computer running constantly. The K-Series models are made to save money on the electricity bill. The K-Series models can run for several hours off its internal battery. This is useful for people who travel or when there is a power cut and work still needs to get done.

3. The K-Series models saves on money too, as other laptops in the market, with similar FABs, cost a minimum of 46,000 rupees and go up to 1, 64,000 rupees. The K-Series models costs only 35,000 rupees and only goes up to 78,000 rupees.

Salesperson: Thank you so much, Sir/Ma'am. I'll do it right away!

Customer: Where do I make the payment?

3) *In the sentences given below, re-write the given dialogues between a customer sales/service representative and a customer by filling in the blanks of the given sentences with the correct preposition.*

Salesperson: Good Morning, Ma'am. How can I help you?

Customer: Yes, please. Could you show me how to operate this Laptop?

Salesperson: Sure, Ma'am. It is very easy to operate an ACER Laptop. It is very user friendly, and can be used _____ (by, over) children too. In order to switch it on, you need to press this button. The laptop cover will rise _____ (up, above) on its own.

Customer: Okay.

Salesperson: Then, you can download or upload all your documents _____ (Into, in) it.

Customer: Just a minute. Can I download any document from the net?

Salesperson: You can, but you are advised _____ (for, against) downloading any documents that may cause harm to your computer. Your computer may get infected if you download any document _____ (between, with) a virus.

Customer: Oh, okay. Thanks.”

SESSION 7: LOCATING PRODUCTS

RELEVANT KNOWLEDGE

The role of a sales representative is very diverse. Some of the activities of a sales representative are:

- Assisting and encouraging customers to select and purchase products.
- Describing the FAB and sometimes even do a demo of the product.
- Answer all of the customer's queries regarding specifications, warranty, EMI options, maintenance etc.
- Address the customers' needs i.e advise and help the customer locate appropriate products.
- Receive payments, orders and makes invoices.
- Arrange display of goods in retail stores.
- Co-ordinate stock inventory and order new stock

Listen carefully to the instructions and directions of the facilitator as he/she guides you through a role play of a computer sales representative.

EXERCISE

Go through the following conversation "Helping the Customer Find What They're Looking For - Over the phone".

Rearrange the italicized parts to frame correct responses.

A: Thank you for calling "Online Gadgets". How can I assist you?

B: Hello! Do you have computer speakers?

A: Sure, Ma'am. *like you what could is kind me speakers tell of you'd?*

B: I want a pair of desktop speakers.

A: Very good Ma'am. We have some wonderful desktop speakers from some of the best brands in the world.

B: Great!

A: Do you have any particular brand and model in mind Ma'am?

B: *have black of a Sony you would speakers do pair?*

A: Sure, Ma'am. Please click on the "computer hardware" tab on the top left side of the website, and a new page should open. Please have a look at the Sony products listed there. You should be able to see the speakers.

B: Yes, I'm able to. Please give me a minute.

A: Sure Ma'am. Please take your time.

B: Oh, no. I am afraid they are not the kind I was looking for.

A: Ma'am, if you like the design, *have similar DELL we a pair by.*

B: That's great. *them I how find do?*

A: In the same "computer hardware" page, Ma'am.

B: Oh, yes. I see it. They look very nice, but I don't like the red color.

A: Ma'am. *available they are in also black.*

B: Great. Then I think I'm going to order a pair of black DELL speakers.

A: Fantastic Ma'am!

A: May I make your bill Ma'am?

B: Yes, please.

A: Will there be anything else Ma'am?

B: No. That's it for now. Thanks!

A: Thank you for calling Ma'am.

Go through the following conversation "Helping the Customer Find What They're Looking for - In Person."

Rearrange the following sentences to form conversations between A and B. Assume that A is the sales representative and B the customer

First conversation:

- (a) Here. All shirts on this shelf are Peter England, size 40, and have full sleeves.
- (b) Full-sleeve.
- (c) Well, if you have Peter England, then we could take a look at those first.
- (d) 40.
- (e) Okay, Sir. Is there any brand you prefer?
- (f) Sure, Sir. What is your size?
- (g) We do have Peter England. What about sleeves, Sir?
- (h) Hi! Could you show me some formal shirts?
- (i) Okay, Sir. Please follow me.
- (j) Hello! Welcome to Menswear!
- (k) Ok.
- (m) Thank you.

Second conversation:

- (a) Sure, Ma'am.
- (b) Yes. I am looking for a kurta for my son.
- (c) No, Ma'am. I am afraid we have this piece in dark blue only.
- (d) Size Medium will do.

- (e) Thank you. Are both short-sleeve and long-sleeve kurtas here?
- (f) Do you have this in orange?
- (g) Here you are, Ma'am. This entire shelf stocks size Medium kurtas.
- (h) Ok, Ma'am. Please come this way.
- (i) Yes, Ma'am. The first shelf on the right has full-sleeve kurtas and the second one has half-sleeve kurtas.
- (j) Thank you. Could you show me the dark blue kurta there?
- (g) Can I help you find anything, Ma'am?
- (h) Ok.
- (i) Okay. Could you tell me your size?

Reported speech

Read the following examples carefully:

Direct speech: Meena: Who bought these Cds?

Reported speech: Meena asked who had bought those Cds.

Direct speech: Tashish: I can talk non-stop for hours.

Reported speech: Tashish said that he could talk non-stop for hours.

Direct speech: Tanisha: Will you please buy me a computer for my birthday?

Reported speech: Tanisha requested me to buy her a computer for her birthday.

Choose the correct option of reported speech from the responses given below:

1. The customer said, "Can you help me find a laptop?"
 - (a) The customer asked if I could help her find a laptop.
 - (b) The customer asked if I can help her find a laptop.
2. I said, "Which brand would you prefer?"
 - (a) I asked her which brand would she prefer.
 - (b) I asked her which brand she would prefer.
3. She said, "Any brand will do."
 - (a) The customer asked any brand would do.
 - (b) The customer said any brand would do.
4. I asked, "Okay, Ma'am. Could you tell me your name?"
 - (a) I asked her if she could tell me her name.
 - (b) I asked her if could she tell me her name.
5. She said, "My name is Sheena Kaur. Please show me only desktops."

(a) She said her name was Sheena Kaur and asked me to show her only desktops.

(b) She said her name was Sheena Kaur and please show her only desktops.

ASSESSMENT

In the following sentences, convert the part in bold into reported speech.

Customer: **Where are the games Cds?**

Reported Speech: _____

Executive: **They are in the second row ma'am.**

Reported Speech: _____

Customer: **Do you have these speakers in blue?**

Reported Speech: _____

Executive: No ma'am. **But you can try these black ones.**

Reported Speech: _____

Customer: **Can you help me find a matching sweater with this shirt?**

Reported Speech: _____

Executive: Sure ma'am. **Please take a look at our winter section.**

Reported Speech: _____

Customer: **But I think the sweater won't look nice with this shirt.**

Reported Speech: _____

Executive: Then **you can try it with a formal skirt.**

Reported Speech: _____

Customer: **I'm looking for a book called *The Alchemist*. Where will I find it?**

Reported Speech: _____

Executive : **You will find it in the Popular Fiction section on our website.**

Reported Speech: _____

SESSION 8: COMPLAINT HANDLING

RELEVANT KNOWLEDGE

We all have complained about something or the other in our daily lives. Now, it is important for you to understand:

- The nature of a complaint.
- The importance of keeping a customer happy.
- The reasons why customers complain.
- The result a complaint has on business.
- The different ways of handling a complaint.

How do you define a complaint?

“An expression of dissatisfaction by a customer whether justified or not”

How does a happy customer affect business? A happy customer will...

- Returns the next time
- Use the other services that the business (restaurant / hotel / shop / organization, etc.) is promoting or selling
- Appreciate the staff and respects them
- Recommend the place to his family and friends
- Thus, increase the profits of the place

Note: A study says that 95% of customers stop going to a hotel, restaurant or store because somebody from the staff was rude to them.

What do you think would happen if your favorite store/restaurant lost 95% of its customers? Why do think customers complain? Can you list a few reasons?

Some of the main reasons why customers complain are...

- Bad service; very unacceptable and disappointing.
- Unsatisfactory service; average and ordinary
- Delayed response in service; taking too much time, sometimes days.
- Issues not being handled seriously; not given due importance.
- Not getting the promises promised; insincere assurance.
- Rude and disinterested staff.

How do you think complaints affect businesses?

A study says that One unhappy customer not using the service of a business equals to thirty-five people (including friends, family and social contacts) not using its service.

Do you think it is a good idea for a business to actively seek (try to find out) customers' complaints? Support your answer with reasons.

One of the most effective ways of handling a complaint is to:

Kill the reason for the complaint. Don't let the complaint arise in the first place.

Read aloud the eight steps to solve a complaint:

1. Provide customers your full and undivided attention.
2. Listen completely.
3. Ask the key question "what else?"
4. Agree that an issue exists; never disagree or argue.
5. Apologize; for any problem caused
6. Assure that the complaint will be looked into at once.
7. Reassure that the issue will be solved at the earliest (Ask again "what else?").
8. Thank the customer for bringing the complaint to your attention.

Go through the text given below “Complaint Handling; Keeping Customers Happy”.

- Akhil is upset about the service at the store. He tells the store manager he’s never coming back.
- Nilofer apologizes to the customer, for the faulty laptop he bought, and assures him that she will make sure the laptop is replaced and the whole issue solved within 72 hours.
- Ranvir takes down a complaint from Mr. Shorey, who is very disappointed about the below average service he’d received the last time he’d called.
- Manisha is upset! She has been put on hold, for more than 30mins, by the call center agent she was speaking to. She is definitely going to raise a complaint about this to the agent’s superior.
- Customers at the restaurant are always complaining to Tanya about Mahesh’s poor service. If this keeps happening, Tanya fears the restaurant may face a big loss!

Now answer the questions below:

1. Why is Manisha very upset, and what is she going to do?

2. Who is Mr. Shorey and why is he disappointed?

3. What did Akhil tell the store manager?

4. What did Nilofer do to handle her customer’s complaint, and how long did she say it will take to solve?

5. What did the customers complain about in the restaurant, and what does Tanya fear?

Listen carefully to the instructions of your facilitator and fill in the details below:

“Ways of Handling Complaints”.

A: Does your place of work have a complaint department?

B: No, it doesn't.

A: Then who handles all of the customers' complaints?

B: We do!

A: What do you mean you do? Don't you think it's wise to have a separate department for that? Did you know that for every complaint registered, there are...

B: ___ unregistered complaints. I know and I do agree that it is important to keep our customers ____; however, we don't have the budget that allows such a department. So, even with the few of us, we manage to _____ our customers with our ___ and undivided _____!

A: I understand. So, what are the different ways you handle complaints?

B: First, like I said, we show all our customers that we care by giving each of them individual attention, _____ to everything they have to say, asking them whatever the issue is.

A: Sounds good, but what if the customer insists that there was a problem with the service, even if you know there wasn't. What would you do then?

B: Simple. Never _____ or _____, as “the customer is always right”! So, we _____ that an issue exists, and _____ for *any* problem caused to them and then assure them that their complaint will be looked into at once.

A: Does that make the customers happy?

B: Yes, it does. Especially when we _____ them that their issue will be solved at the earliest, and _____ them for bringing the complaint to our attention.

A: Wow! This has really taught me a lot about how to handle customer complaints. Thanks!

B: You're welcome!

EXERCISE

Past perfect tense

Identify the sentences that are not in the past perfect tense.

1. Natasha **had complained** about new computer.
2. Have the customers' complaints **been filed**?
3. She **had been asked** to apologize to the customer.
4. I **had chosen** to shop at the mall.
5. The waiter **had already served** the customer some lunch.
6. Ansh **had not completed** installing the software.
7. She **had helped** the customer solve the problem.
8. The customer **called** to thank him for the help, and he **accepted**.

Change the verbs in bold to Past Perfect Tense and rewrite the sentences.

1. We **received** 75 letters of appreciation and 58 customers' complaints last Friday.

2. I **signed** on the Customer-Complaint Form.

3. Who **verified** the details of the customer?

4. I **did not receive** any complaint about the service.

5. I **assured** the customer that the item will be delivered to him on time.

6. I **counted** each and every item before signing the acknowledgement slip.

7. We **received** a lot of mails from some very happy customers.

8. I **sent** the Customer-Satisfaction Report to the manager because it was more than we **expected**.

9. **Did he give** you the service slip?

10. **Did you inform** the customer service department that the new agent has arrived?

SESSION 9: CATEGORIZING COMPUTER ISSUES

RELEVANT KNOWLEDGE

What is categorization? It implies that objects or ideas are placed in categories or groups, for a specific purpose. Generally, there is a relationship between items in a category. Categorization is fundamental in language, decision making, and in all kinds of environmental interaction. In this session, you will be able to categorize products and understand instructions related to it.

Study the following table and try to match the two columns - issues with the relevant category.

Computer Issue	Category
Can't Connect to the Email	Operating System
All the files are opening very slowly	Hardware
Screen Freeze	Anti-Virus Software
DVD doesn't work	Internet
All the files are corrupted	Memory / Disk Space

Now imagine that you are guiding your younger sibling to match the two columns. How would you instruct her to create the categories match?

Write down the sentences that you form. Note the set of instructions that you have created and underline the words that help make an ordinary statement into an instruction.

Now, read aloud the following list "Words for Categorizing Issues". You have also been given sample sentences using the words.

- 1) Troubleshoot: Mend, Repair
 - i) You have to **troubleshoot** the issue with the hard disk
 - ii) The agent who **troubleshooted** the problem with the DVD drive was very helpful
- 2) Solve: Explain
 - i) **Solve** these issues as soon as possible
 - ii) Customers are pleased when their computer issues are **solved**
- 3) Classify: Organize, sort
 - i) **Classify** the issues into various categories
 - ii) It is important to **classify** all computer related issues into categories and solve them on time
- 4) Label: Mark, tag
 - i) All hardware products have been **labeled** under various categories
 - ii) **Label** each computer with the customers' names on it

- 5) Divide: Separate
- i) **Divide** the issues amongst them
 - ii) Computer related issues” has been **divided** into two sub-categories - Hardware and Software
- 6) Connect: Link, join
- i) The customer was not able to **connect** to the internet
 - ii) He did not face any issues while he was **connected** to the internet

Make your own sentences with the words for categorizing issues.

Now, read aloud the “List of Computer Issues and Categories” given below.

Computer Issues

Loss of memory
No sound speaker
The keyboard is not working
Screen freeze
Computer crashed
Unable to open programs
Can't turn on the computer or nothing happens
Computer is running slow
CPU is not switching on
Too many Pop-ups are making the screen hang
System shuts down whenever games are played
System takes a long time to start-up

Categories

Software: System, Programming and Application

Hardware: Keyboard, Monitor, Printer, Optical disc drive (CD / DVD), Floppy disk, Memory card, USB flash drive, CPU (Central Processing Unit)

Hard disk: Motherboard Network, Power supply, Random-access memory (RAM),

Sound card, Video card

Internet: Broadband; Dial-up and Wireless, Modem

Listen carefully to the instructions given by your facilitator and complete an activity in class.

EXERCISE

Active Passive Voice

Consider the sentence: She conceived the new business.

Consider the rewrite: The new business was conceived by her.

Both sentences convey the same message. But what makes the two different? Let's find out.

In the first sentence, the doer of the action (she) comes first in the sentence and the thing being acted upon, or the receiver of the action (the new business idea) follows. Such a sentence when the doer of the action precedes the receiver of the action is called an **active** sentence.

In the second sentence, the receiver of the action (the new business idea) comes before the doer of the action (she). Such a sentence is said to be written in the **passive** voice.

Example:

Active Voice: I solved this issue for you.

Passive Voice: This was solved for you (by me).

Active Voice: We welcome you to work here

Passive Voice: You are welcome to work here (by us).

Similarly, some sentences in Passive Voice may not have an object. So, when we change them to Active Voice, we may have to add a subject.

Example:

Passive Voice: You are welcome.

Active Voice: We/I/etc. welcome you.

Passive Voice: I was asked to troubleshoot the hardware issue.

Active Voice: They asked me to troubleshoot the hardware issue.

The following sentences are in the Passive Voice. Convert them to Active Voice.

1. I was given the task of categorizing all the computer related issues. (use **She** as subject).
2. Pop-up issues were put in the Internet section.
3. The Hardware problems were also sorted.
4. The virus issue was incorrectly put in the Hard disk section.
5. The categorizing was finished in 15 minutes.
6. The list of issues was delivered to the supervisor.

ASSESSMENT

Change only the italicized sentences to the passive voice.

First of all, they made the following categories:

Software, Hardware, Hard disk, Internet

Then, they divided the issues into sections for each category.

As soon as this was done, they decided to sort out the software issues first. Shikha put all the operating system issues in the Software section.

Akshar handled the Keyboard issues. They were put in the Hardware section.

The next task on the line was all Internet related issues. Tanisha placed the all the pop-up issues in the Internet section.

They gave Asmeen the task of tagging all the labels.

Mukti and Karan sorted the Hardware issues and put them in the Hardware category.

Arnav and Smita helped calm the customers. Arnav informed the customers that all their software related issues would be solved at the earliest.

Smita informed the customers about the Internet related issues .

All the categories were very large, especially the Hard disk category. There were so many issues to do with the - Motherboard Network, Power supply, Random-access memory (RAM), Sound card Video card...the list went on. *Finally, they divided the issues into further sub-categories and solved them accordingly.*

SESSION 10: USER MANUAL

RELEVANT KNOWLEDGE

When you purchase a product, you generally find a small booklet along with it, guiding you how to effectively and optimally use the product. What is this booklet? Yes, it's a user manual or a user guide.

What is the purpose of this manual? Would it make a difference if it was not there? What kinds of products have user manuals? Is it very complicated and difficult to follow?

Think about the answers to these questions and participate in your class room discussion.

The basic outline of a good user manual is as follows:

- User manuals or product manuals are either big or small books with a set of instructions that are user/customer friendly.
- The main purpose of a user manual is to make the product and procedures . easier for the users/customers to understand.
- Before making a user manual, companies do a lot of research to define who the user/customer is, how they will use the user manual and how much experience they have with the product.
- Most user manuals have a reference page with a step-by-step description of *how to* fix, repair and set-up a product.
- User manuals usually also have a wordlist with their meanings. (For example: a user manual about computers may have the term CPU mentioned in a number of places. All that the user has to do is turn to the wordlist and the meaning of the term can be found there. CPU = Central Processing Unit.)
- Some user manuals may be very lengthy and of many pages, while others may only be a couple of pages long.
- Most user manuals have images / pictures of the products and instructions to be followed. Pictures are better than text, especially in complex procedures where users / customers need to have visual confirmation that they're performing the steps correctly.
- The user manuals for heavy-duty machines come with a page consisting of safety measures that the users/customers should follow while using the product.

EXERCISE

Read aloud the conversation given below. Follow the instructions of your facilitator and complete the blanks.

“The User Manual”

A: I heard that you have got a new computer.
B: Yes, I have.
A: Is it set-up?
B: No, it's not set-up as yet.
A: Does someone have to come to set it up?
B: No, I plan to do it myself.
A: Great! I'll help too. Let's have a look at the user manual and get started!
B: User manual? Oh, you mean that book that comes along with the computer?
A: Yes, that! Where is it?
B: I don't know. I must've kept it somewhere. Why? Is it important?
A: Of course, it is. It's a guide that provides _____ on how to ___ or ___ something.
B: Do all products have user manuals?
A: There are many different products that come with their own user manuals
B: Such as?
A: Such as, _____ devices such as; computers, computer _____ and _____, _____, _____, mobile phones, as well as _____ machines, and many heavy-duty machineries.
B: How are they useful?
A: They _____ users (customers) about the product's _____ while teaching them how to ___ those features _____.
B: They always seem so hard to understand.
A: User manuals are normally written so they can be _____ read and _____ to.

Read aloud the conversation given below. Follow the instructions of your facilitator and complete the blanks.

“Basic Outline of a User Manual”

A: What are you up to?
B: Trying to figure out how to start this system I bought.
A: Why don't you try with the help of a user manual? You'll find it easier.
B: I don't think so. They're usually so complicated.
A: No, they're not. In fact, companies do a lot of _____, to define who the _____ is, how they will use the user manual and how much _____ they have with the _____, while making a user manual. They make sure that the manuals are _____ for the users/customers to understand.

B: So, what you're saying is user manuals come with a set of _____ that are user/customer _____?

A: Exactly! Most manuals have a _____ page with a _____-by-_____ description of how to _____, _____ and _____ a product. Many have a _____ with meanings.

B: I know what you're saying is true, but I find them so lengthy with so many _____, with too much to read!

A: I agree that some manuals may be lengthy; however, there are some that are only a _____ of pages long. And, as far as there being too much to read, did you know that many manuals have _____ of the products with _____ to be followed. Pictures are _____ than text, especially in _____ procedures where users / customers need to have visual _____ that they're performing the _____ correctly.

B: Wow! I never knew that a user manual could be so helpful. I think I'm going to use mine now!

Connectors and Conjunctions

Now that you have mastered the basics of correct usage in written English, you want to express yourself in increasingly complex ways. One of the ways to improve your writing style is to use sentence connectors.

Sentence connectors are used to express relationships between ideas and also sometimes to combine sentences.

Conjunctions are used to join two sentences into one sentence by showing a relationship between the two sentences.

For example:

- He was interested in joining the play, but he couldn't come to practice. (conjunction)
- Mr. Sharma bought a new scooter because his old one was giving a lot of trouble. (conjunction)
- A second remix of the song has been released. Moreover, there are talks of releasing another one. (connector)
- A second remix of the song had been released and there are talks of releasing another one. (conjunction)
- I scored only 40, whereas she scored five points more and won the game. (conjunctions)
- While I scored 40, she scored five points more. Therefore, she won the game. (connector)

Some connectors are - and, but, or, either/or, neither/nor, both/and, whether/or, not only/ but also, even if, as well as, as soon as, as if, as though, so that, after, because, if, though, till, before, unless etc.

Many English books refer to principal conjunctions as FANBOYS. This is an acronym used to help you remember the following conjunctions:

F - for; A - and; N - nor; B - but; O - or; Y - yet; S - so.

Now, read the following and choose the correct connectors/conjunctions.

- 1) Read the manual _____ follow the instructions. (and, but)
- 2) User manuals are useful _____ they help in fixing, repairing, and setting up products. (so, as)
- 3) We did not have the new manual with us. _____, we had to use the old one. (since, so)
- 4) She set-up the computer correctly _____ it was her first time. (though, because)
- 5) Tell them they can use the software. _____, they will have to read the manual to find out how. (still, however)
- 6) You must have brought the wrong manual _____ the instructions in this one is not right for the machine. (but, because)
- 7) This image is labeled "Computer Hardware", _____ the layout does not fit. (because, yet)

ASSESSMENT

Fill in the blanks with appropriate connectors/conjunctions.

- 1) A User manual is a written guide that provides instructions on how to do _____ (or / so) use something.
- 2) It is very easy to learn how to set-up _____ (and / as) work with a computer.
- 3) Successful user manuals are always user/customer friendly. _____ (Whereas / Moreover), the unsuccessful ones are too complicated and not user friendly.
- 4) The software also checks _____ (whether / where) there are any blocks or not.
- 5) Once you know how to read a manual, your work will become far easier _____ (or / and) rewarding.
- 6) Instructions should be followed very carefully _____ (because/ that) the function of a product depends on them.
- 7) It will be easy to repair a machine with the help of a user manual, _____ (then / while) it will not be easy to repair a machine without the help of a user manual.

- 8) _____ (Since/ But) the image shows the step-by-step instruction on how to fix the engine, it is easier to do.
- 9) Do not start the engine _____ (until / when) you have completed all the steps in the user manual.
- 10) The computer has a brand new hard disk _____ (but / and) CPU (central processing unit).

REVIEW SESSION 3

RELEVANT KNOWLEDGE

The purpose of this session is to evaluate your knowledge and understanding of Sessions 7, 8, 9 and 10.

Methodology: The review evaluations will be **Question ‘n’ Answer** and **Role play** based. Answers will be assessed on Content, Context, Grammar, Sentence structure and Vocabulary based on the sessions that were imparted.

Process: There will be one review evaluation for each session:

- Locating Products
- Complaint Handling
- Categorizing Computer Issues
- A User Manual.

ASSESSMENT

Review of Session 7 : Locating Products

- 1) *Rearrange the dialogues in Role-Play I & II to form a conversation between a customer and a customer sales/service representative. Represent the customer sales/service representative as “A” and the customer as “B”. After rearranging the dialogues, you need to present the conversation between A and B before the class.*

Role Play I

- (a) No, they are quite reasonably priced. Would you like for me to show you their low-cost models?
- (b) Sure, Ma’am/Sir. Is there any brand you prefer?
- (c) Okay, Ma’am/Sir. Please follow me.
- (d) That’s great! Thank you.
- (e) Yes. Are they priced very high?
- (f) We do have fourteen different models of Dell Laptops. Would you like to see them?
- (g) Hello! Welcome to “Gadgetronics”!
- (h) Hi! Could you show me some of your laptops?
- (i) Ok.
- (j) Here you go Ma’am/Sir. All the computers on this shelf are Dell, and range from Rs 26,000 to Rs 52,000, and come with a one year warranty.
- (k) Yes.
- (l) Well, if you have Apple or Dell, I would like to take a look at those first.

Role Play II

- (a) Yes, that would be very helpful.
- (b) Gadgetronics is offering a 25% on all Apple products for customers who walk-in and make purchases at any of their stores all this month!
- (c) Thank you; I'm mailing you the details right away!
- (d) I was thinking of the iPhone-4S by Apple, but I'm not too sure.
- (e) Yes. So, instead of Rs 40,250, you'll only be paying Rs 30,187.50/- only! You get a full 10,000 rupees discount on Apples' finest iPhone.
- (f) Okay, now you've got me curious. What is it?
- (g) That's great, Ma'am. Would you like for me to provide you with the address and contact details of the Gadgetronics stores in your city?
- (h) Ma'am, May I please have your email-id in order for me to mail you the contact details, and the address of the Gadgetronics stores, along with the directions on how to get there.
- (i) Ma'am, Apple's products are made for very exclusive customers, and the price set is in accordance to the features, advantages and benefits that they provide their customers with.
- (j) Yes. I am looking for a store that sells smartphones. It's for my son.
- (k) And you won't have to! I've got some very good news that will make you very happy.
- (l) I think the basic model will do, though 40,000 rupees seems like a lot too. I don't want to overspend.
- (m) Can I help you find anything, Ma'am?
- (n) Oh, okay. So, how much would I have to pay for the basic model?
- (o) What?! That's fantastic!
- (p) Okay. Could you tell me if there is any particular brand and model you're interested in?
- (q) Super! I've decided I'm definitely going to buy Apple's iPhone-4S at Gadgetronics.
- (r) The cost starts at Rs 40,250 for a basic model and goes up to Rs 52,000 for the premium model.
- (s) I think that is a fantastic choice Ma'am. The iPhone-4S by Apple is an amazing piece of technology that your son will love to own.
- (t) Thank you.
- (u) Okay. My email address is my.name@email.com
- (v) Great! How much does it cost? I've heard it's very expensive.
- (w) Thank you, Ma'am.

- 2) *In the sentences given below, convert the direct speech marked in bold, into reported speech.*
- Esha: **Puja, Where are the games CDs?**
Puja: **They are in the second row**
 - Customer: **Do you have these speakers in blue?**
Customer sales representative: **You can try these black ones.**
 - Customer: **I'm looking for a book called *The Alchemist*. Where will I find it?**
Customer sales representative: **You will find it in the Popular Fiction section on our website.**

Review of Session 8 : Complaint Handling

- 1) *Answer each question in the "Questions" section as completely as possible, in your own words.*

Questions:

- What is a complaint? Define.
 - What are some of the main reasons why customers complain?
 - How would customers' complaints affect a business; a restaurant, a hotel, a shop or an organization?
 - What are five steps to solve a complaint?
 - What do customers do when they are happy and satisfied with the service provided?
- 2) *Change the verbs marked in bold to Past Perfect Tense and rewrite the given sentences.*

Sentences:

- We **received** 75 letters of appreciation and 58 customers' complaints last Friday.
- I **signed** on the Customer-Complaint Form.
- Who **verified** the details of the customer?
- I **did not receive** any complaint about the service.
- I **assured** the customer that the item will be delivered to him on time.
- I **counted** each and every item before signing the acknowledgement slip.
- We **received** a lot of mails from some very happy customers.
- I **sent** the Customer-Satisfaction Report to the manager because it was more than we **expected**.
- Did he give** you the service slip?
- Did you inform** the customer service department that the new agent has arrived?

Review of Session 9 : Categorizing Computer Issues

1) Answer each question in the “Questions” section as completely as possible, in your own words.

Questions:

1. Mark the following statements as “True” or “False”?

- It is important to solve customer issues as soon as possible.
- Customers are not pleased when their computer issues are solved.
- When troubleshooting a DVD issue, you have to categorize the issue in the hardware category.
- Computer related issues can be divided into two sub-categories - Hardware and Software.
- It is important to classify all computer related issues into categories and solve them on time.

2. Match the computer issues with the given category, correctly.

Computer Issues:

- Can't Connect to the Email
- All the files are opening very slowly
- Screen Freeze
- DVD doesn't work

Category:

- Operating System
- Hardware
- Anti-Virus Software
- Internet
- Memory / Disk Space

3. Which of the following issues belong to the software and hardware categories?

- Loss of memory
- No sound speaker
- The keyboard is not working
- Screen freeze
- Computer crashed
- Unable to open programs
- Can't turn on the computer or nothing happens
- Computer is running slow
- CPU is not switching on
- Too many Pop-ups are making the screen hang
- System shuts down whenever games are played
- System takes a long time to start-up

2) *Change only the italicized sentences to the passive voice.*

Sentences:

1. I solved this issue for you.
2. We welcome you to work here.
3. They asked me to troubleshoot the hardware issue.
4. They made the following categories.
5. Then, they divided the issues into sections for each category.
6. Shikha put all the operating system issues in the Software section.
7. Tanisha placed the all the pop-up issues in the Internet section.
8. They gave Asmeen the task of tagging all the labels.
9. Mukti and Karan sorted the Hardware issues and put them in the Hardware category.
10. Arnav informed the customers that all their software related issues would be solved at the earliest.
11. Shivani informed the customers about the Internet related issues.
12. Finally, they divided the issues into further sub-categories and solved them accordingly.

Review of Session 10: A User Manual

1) *Answer each question in the “Questions” section as completely as possible, in your own words.*

Questions:

- a) What is a ‘User Manual’? Describe.
 - b) What are kind of products have user manuals?
 - c) How is it useful to have a user manual?
 - d) Are user manuals difficult to understand
- 2) *Complete the dialogues in the Role-Play by filling in the blanks, thereby forming a conversation between a Customer and customer service representative.*

Role-Play: The User Manual

A: I heard you got a new computer.

B: Yes, I did.

A: Is it set-up?

B: No, it's not set-up as yet.

A: Does someone have to come to set it up?

B: No, I plan to do it myself.

A: Great! I'll help too. Let's have a look at the user manual and get started!

B: User manual? Oh, you mean that book that comes along with the computer?

A: Yes, that! Where is it?

B: I don't know. I must've kept it somewhere. Why? Is it important?

A: Of course, it is. It's a guide that provides _____ on how to ___ or ___ something.

B: Do all products have user manuals?

A: There are many different products that come with their own user manuals

B: Such as?

A: Such as, _____ devices such as; computers, computer _____ and _____, _____, _____, mobile phones, as well as _____ machines, and many heavy-duty machineries.

B: How are they useful?

A: They _____ users (customers) about the product's _____ while teaching them how to ___ those features _____.

B: They always seem so hard to understand.

A: User manuals are normally written so they can be _____ read and _____ to.

3) *Fill in the blanks of the given sentences with appropriate connectors/conjunctions.*

Sentences:

- a) A User manual is a written guide that provides instructions on how to do _____ (or / so) use something
- b) It is very easy to learn how to set-up _____ (and / as) work with a computer.
- c) Successful user manuals are always user/customer friendly. _____ (Whereas / Moreover), the unsuccessful ones are too complicated and not user friendly.
- d) The software also checks _____ (whether / where) there are any blocks or not.
- e) Once you know how to read a manual, your work will become far easier _____ (or/ and) rewarding.
- f) Instructions should be followed very carefully _____ (because/ that) the function of a product depends on them.
- g) A machine repaired with the help of a user manual will work well, _____ (then / while) a machine repaired without the help of a user manual will not work properly.
- h) _____ (Since/ But) the image shows the step-by-step instruction on how to fix the engine, it is easier to do.
- i) Do not start the engine _____ (until / when) you have completed all the steps in the user manual.
- j) The computer has a brand new hard disk _____ (but / and) CPU (computer processing unit).

SESSION 11: CROSS SELLING

RELEVANT KNOWLEDGE

Cross selling is selling additional products to an existing customer. For example, a customer is going to buy a computer from your company. You can cross sell a DVD player or some educational or game CDs along with it.

Some common terms and phrases which can be used while cross selling a product such as a computer or a mobile phone are:

- “Would you also like to try out/buy...”
- “We have a special offer for you...”
- “Limited offer...”
- “This _____ will look good/work well with the_____.”
- “This _____ complements the _____ very well.”

Read the following examples:

- ‘Would you also like to try out this Compaq wireless mouse? It will work well with the laptop.’
- “We have a special offer for you. Since you are buying the Compaq laptop, you can also buy this Compaq wireless mouse at half the cost price.”
- “This HP printer can be bought at half the cost price with the laptop. It’s a limited offer so you should avail it soon.”

EXERCISE

Now, try making sentences substituting the above given products with any other computer or computer related products, or mobile phone. For example,

“Would you also like to try out this Nokia Bluetooth? It will work well with the mobile phone you’ve bought.”

Fill in the blanks with the phrases given below and complete the conversation between a Customer and a Customer Sales/Service Representative.

- That are quite popular with
- It’s very effective too
- While you’re working
- Check out our range of
- Would complement your mobile phone

First conversation:

Customer: I think I will take the dark grey colored mobile phone.

CSR: Would you also like to _____ Bluetooth?

Customer: Oh...I wasn't really looking for one.

CSR: Well, Ma'am, it is always useful to have a Bluetooth _____, so you don't have to stop what you're doing to answer a call.

Customer: That's true. What do you have?

CSR: We have some beautiful new colors _____ our customers. Shall we check them out?

Customer: Yes.

CSR: I think this black pair _____ really well.

Customer: I would like to try them on first.

CSR: Of course, Ma'am.

Customer: I like it, _____. I will take it.

CSR: Excellent choice, Ma'am!

- They are quite affordable too
- One of our best-selling
- Would you also like to look
- That comes along with it

Second Conversation:

Customer: I would like to buy the Laptop.

CSR: That's a very good choice, Ma'am/Sir. _____ for a matching pair of speakers and a web-camera that is an additional part of the set?

Customer: Okay.

CSR: Here you are, Ma'am. A "Wise-Tech" Laptop set. It is _____ products.

Customer: Hmm...They look nice.

CSR: _____ Ma'am.

Customer: That's good to hear. What about the warranty?

CSR: There is a one year warranty _____ Ma'am.

Adjectives and Adverbs

As you already know, adjectives and adverbs are words or groups of words that modify (describe or provide additional information about) a **noun** and a **verb** respectively. Additionally, adverbs also sometimes modify another adverb or an adjective. Read the following sentences:

- Anita lives in a **beautiful house** which is **very well equipped**.
- Anita bought a **yellow hummer** which is a **very fast car**.
- Anita is **quickly learning** to drive **long distances**.

Now, in the above sentences, “**beautiful**”, “**yellow**” and “**long**” are **adjectives** as they describe the nouns “house”, “hummer” and “distances” respectively.

Similarly, “**very**” in the first two sentences is an adverb that modifies “well equipped” and “fast car” - “**well**” and “**fast**” being adjectives. In the third sentence, “**quickly**” modifies the verb “learning”.

Examples:

1. We need to buy **five** jackets. (adjective)
2. He was **quite** a gentleman. (adverb)
3. I think this match was **worse** than the one we played. (adverb)
4. This box is **much heavier** than that. (both are adverbs)

Now, identify whether the words in bold are adjectives or adverbs:

1. This cutlery set is **perfect** for your dinner set.
2. These cutlery sets are **very popular** with our customers.
3. They are **rather affordable**.
4. That’s a **lovely** choice, Ma’am.
5. It is a **limited** offer so you must avail it **soon**.
6. The wireless mouse would work **well** with the laptop.

ASSESSMENT

Underline the adjectives / adverbs in the following sentences.

1. Ma’am it’s a nice shirt that you have picked up. Please try this silver bracelet that will beautifully complement your shirt.
2. If you buy two large bottles of jam, you will get a packet of brown bread absolutely free.
3. Would you like to have our delicious chocolate cookies with your cup of coffee, ma’am?
4. This sparkling diamond ring looks great on your finger. It would look much better if you try it out with these pretty bangles.
5. How about buying this sleek DVD player along with your new television Sir...we will give you 10 % discount on the DVD.
6. I suggest that instead of replacing your laptop, you replace your old battery with this long-lasting battery.

7. If you buy two large boxes of cookies Sir, you can get a cheese sandwich for just ten rupees.
8. You have bought all your course books - why don't you buy other stationery such as notebooks, coloring pens, pencils, etc.
9. This trendy phone will work much better if you use this memory card with this phone.
10. How about this stylish pair of shoes to go with your suit? You will make quite an impact.

SESSION 12: MERCHANDIZING VIA TECHNOLOGY

RELEVANT KNOWLEDGE

What do you think is “Online and Tele-merchandising”. Read aloud the following points out loud.

Definition: *Online and Tele-merchandising is how a company markets its products/services via the telephone, or displays its products/services on its’ website.*

- Internet and the telephone is the fastest growing business phenomenon on Earth. That is why companies are spending a fortune on calling software, customer service/sales representatives, website designing, categorizing product software, advertisements, etc.
- These days, going to the store to shop for an electronic item is considered too tiresome for some.
- The new internet age, has revolutionized the way human beings interact with each other. Today, people want the company selling the product to reach them via the internet or via a call.
- Customers want the whole “customer sales / service experience” to reach them in their living rooms, without as much as moving an inch!
- Customer sales representatives need to encourage all clarification queries the customers may have, while the customer sales representatives explain the products’ features, advantages and benefits.
- Customer sales representatives should read up in depth about the product they’re marketing, and must be confident enough to answer all the questions about the product.
- The purpose of merchandizing products via such technology is that it shall meet the customer’s needs and wants, thus making the customers happy.
- Customer sales representatives also know that marketing is all about creating good relationships with the customers so that they can buy their company’s products.
- When merchandizing over the telephone customer sales representatives need to remember to be tactful and assure the customer that they can trust the product is worth investing in.
- Customer sales representatives need to also be efficient, listen carefully, sound energetic, and be prompt in responding, polite in speech, patient with elderly customers and pleasant in mood.
- Customer sales representatives who are helpful and have an organized way of communicating, plus sounds natural (not scripted) and is eager to

serve will mostly find their merchandizing calls ending very, very satisfactorily!

So, when merchandizing over the phone with customers, all the customer sales representatives need to do is, remember the “Telephone”.

- T - Tactful, Trustworthy
- E - Efficient
- L - Listen carefully
- E - Energetic
- P - Prompt, Polite, Patient, Pleasant
- H - Helpful
- O - Organized in thought
- N - Natural sounding
- E - Eager to serve.

In conclusion, whether serving or selling customers, customer sales representatives always need to remember to smile a lot and have some fun; good marketing becomes “best” only when customer sales representatives are able to make customers feel that the whole interaction was pleasurable and fun. Only then will the results be great and amazing!

EXERCISE

Now, follow the instructions of your facilitator and complete the exercise on merchandising via technology.

Fill in the responses to each question.

1. What is “Online and Tele-merchandising”?

2. What type of marketing is becoming easy for customers?

3. What is the aim of Merchandising via Technology?

4. How is it achieved?

5. What is the fastest growing business phenomenon?

6. What are companies are spending a fortune on?

7. How has the internet revolutionized the way people interact with each other?

8. When Merchandizing over the phone, why do CSRs need to remember the “Telephone”?

Connectors and Conjunctions

You have already worked on this concept earlier. More examples have been given below:

1. We came out of the theatre even before the movie ended, **thereby** making Tara angry.
2. **Both** the interior of the house **and** its outer walls have been painted a light cream.
3. **Either** you **or** I will have to talk to her.
4. You passed with good marks. **On the other hand**, I got only pass marks.

In the sentences given below, choose the correct option.

1. Online and Tele-Merchandising makes customers' happy _____ increases profits. (and, but, also)

2. Having in-depth knowledge about the product is important. _____, it makes it easier to answer whatever queries the customer may have. (moreover, but, yet)
3. Raashi wanted to buy a computer _____ she didn't want to go out in the rain. (but, yet, so)
4. I think it's a great game. _____ I will not be playing it myself. (however, next, though)
5. He wasn't following the lesson _____ he was too busy looking outside the window. (as, thus, so)
6. _____ the laptop is red; I'd like a pair of speakers that match. (but, since, yet)

ASSESSMENT

Fill in the blanks with appropriate conjunctions / connectors.

1. Merchandising is the art of presenting products in best focus, _____ (*thereby / but*) promoting their sale.
2. It includes _____ the exterior _____ (*both...and / either...or*) the interior of a computer.
3. It displays the products in the most attractive way _____ (*so that / thus*) the customers find them appealing.
4. It draws the attention of the customer to the product _____ (*because / thereby*) increasing the sale of products.
5. Sometimes poor presentation of even the best products can lead to poor sales. _____ (*On the other hand / Then*), an interesting presentation of products can improve their sales.
6. _____ (*Besides / Therefore*) displaying goods effectively on a website, make sure that the atmosphere on the call is comfortable for the customer.
7. Sometimes customers buy things just because they find them attractive, _____ (*even though / additionally*) they don't have a need for those products.
8. _____ (*Since / For*) Merchandising can make the simplest of products appeal customers; make sure you use interesting words to describe your product. _____ (*Moreover / For example*), each feature, advantage and benefit of a product like a laptop can be described very clearly with very positive words in order to grab customer's attention.

SESSION 13: PRODUCT PROMOTION

RELEVANT KNOWLEDGE

In this session, you will discuss the topic of promotion of items.

Read aloud the following questions and the points listed below each question.

1. What do you mean when you say you are promoting a product?
 - -To encourage the sales of products through advertisement, adding bonus features and or other publicity
2. How products are usually promoted?
 - Advertisement
 - Adding bonus features like gift items, two for the price of one, etc. For e.g., “Buy a Desktop Computer and get a pair of speakers for free”, “Buy a ‘Resilience’ Data Card, and get a 25% discount on the first year’s bill”, “Four-pack Game Cds, 50 Rupees off”, etc.
 - Brand ambassadors. E.g., Kareena Kapoor for Sony Vaio, Abhishek Bachchan for Idea Cellular, etc.

EXERCISE

Think of some more examples. Follow the instructions of your facilitator and complete the following exercises:

- 1) Fill in the blanks with the appropriate options.
 - a) Ranbir Kapoor is the _____ for Lenovo. He has already made two _____ for the _____. The computer that he used in one of the advertisements was given away as a gift in a lucky draw. (brand, brand ambassador, advertisements).
 - b) Nike had come up with a new idea to _____ its products during the World Cup. Their ads _____ the “Bleed Blue” slogan, and showed Indian cricketers playing on tops of buses in a crowded area helped _____ more of their shoes in India than ever before. The ad focused on the idea that cricket and Nike are inseparable became very _____ with customers. (popular, sell, promote, publicized).
 - c) Many people can be seen _____ First-Touch phones these days. That is because First-Touch phones have a _____ going on. For every First-Touch phone that costs 12,000 Rupees,

there is a _____. You can win anything from a laptop to a free mobile phone. (scratch-card, prize scheme, buying).

- d) Some online shopping websites have interesting _____ for those customers who order their products online or by phone. If they fail to deliver the _____ within the stipulated timeline, the customer will get the product _____. (order, for half the cost, offers).
- e) There is a scheme going on at HP. For every Laptop you _____, you get a printer _____, or 65% _____ on any other item of your choice that _____ below 10,000 rupees. (free of charge, costs, purchase, off).

2) Enact a role-play based on the topic.

Product Promotion 2

Rearrange the following sentences so as to form a conversation between Customer-Sales Executive (A) and Customer (B)

B: Wow, I can't believe it!! What an amazing offer!

A: Are you looking for anything in particular?

B: She is 15 years old.

A: Thank you for being our customer, Ma'am/Sir. It was a pleasure serving you.

B: Well, I am looking for a Smartphone for my sister.

A: Here we are. This is our mobile phones section.

B: Okay.

A: Yes, we do. In fact, we've just received the latest touch-screen smartphones

a couple of days ago.

B: Good. I'd like to have a look.

A: Yes, Ma'am/Sir. So, would you like to buy one for your sister Ma'am/Sir?

B: Very nice! It looks great. My sister will, love it! It looks quite expensive though. How much does it cost?

A: Good Morning, Ma'am/Sir.

B: How about this 'Matrik' one?

A: Good Morning, Ma'am/Sir.

B: No, that'll be all. Thanks.

A: May I ask how old she is?

B: I don't plan to buy something that is too expensive, as she still very young.

A: I understand, Ma'am/Sir. Though the mobile I have in mind for your sister, is

not only inexpensive, but also has a fantastic surprise offer that will benefit you too!

B: Good Morning.

B: What?! Do you mean to tell me that IN-E has made this phone packed with all these features for only 7, 500 rupees?

A: Please have a look at this state of the art beautiful “e-phone” from “IN-E”. It has all the features and advantages of all the best mobile phones in the market.

A: Good choice, Ma’am/Sir. But why don’t I show you a mobile phone your sister will absolutely love!

B: Really? Okay, show me.

A: Thank you, Ma’am/Sir. Is there anything else that I can assist you with?

B: Absolutely, Yes! Though, I don’t understand what’s the surprise in it for me?

A: Yes, it is. So, should I go ahead and make your bill Ma’am/Sir?

A: Great choice, Ma’am/Sir. The surprise offer that is going on for the first 30days is, for every purchase of an e-phone, you get another e-phone absolutely free of charge!

B: Do you have a smartphone suitable for a fifteen-year old?

A: It costs only Rs 7,500 rupees.

A: Please do. And, let me know if you like anything.

B: Sure.

A: The mobile phones section is this way. Please follow me.

Future Continuous Tense

You are already familiar with the concept of future continuous tense. Some more examples have been provided below:

1. You and I **will be performing** together.
2. One of the workers **will be coming** to visit us.
3. You, and not I, **will be giving** the welcome speech.

Now, from the sentences given below, identify the ones which are in the future continuous tense:

1. We are willing to introduce a new scheme to promote our products.
2. We will be introducing a new scheme to promote our products.
3. Our brand will rope in a famous actor to promote our products.
4. A famous actor will be promoting our brands.
5. Huge billboards will be put up all over town to advertise our new range of computers.
6. They will be putting up huge billboards all over town to advertise our new range of computers.
7. We will be creating a website for our products.

ASSESSMENT

Change the verbs in bold to future continuous tense and rewrite the following sentences.

1. To promote our items, we **will call** all our existing customers and communicate the benefits of our new products to them.
2. We **will introduce** money coupons and special offers on our new products to increase their sale.
3. We **will arrange** a free demo of our products to the customers.
4. We **will send** mini-packets of these biscuits to students in school so that they buy the bigger ones.
5. We **will advertise** our new product line on TV.
6. We **will invite** a famous actress to launch our new product line so that people come in large numbers to our store.
7. We **will put** the banners and posters announcing the start of the sale season.
8. We **will distribute** pamphlets about the exchange offer on our washing machines.
9. If necessary, we **will give** free gift items and reward points with our new products.
10. We **will set up** a kiosk (a small open-fronted cubicle from which newspapers, refreshments, tickets, etc., is sold) outside our shop where customers can try free samples of our new flavored drink.

REVIEW SESSION 4

The purpose of this session is to evaluate your knowledge and understanding of Sessions 11, 12 and 13.

Methodology: The review evaluations will be **Question ‘n’ Answer** and **Role play** based. Answers will be assessed on Content, Context, Grammar, Sentence structure and Vocabulary based on the sessions that were imparted.

Process: There will be one review evaluation for each session:

- Cross-Selling.
- Merchandising via Technology
- Product Promotion.

ASSESSMENT

Review of Session 11: Cross Selling

1) *Answer the question in the “Questions” section as completely as possible, in your own words.*

Question:

- What is “Cross-Selling”? Give an example.
- 2) *Complete the dialogues in Role-Play 1 and 2 (by filling in the blanks) to form a conversation between a customer and a customer sales/service representative. “A” represents the customer sales/service representative and “B” the customer. After completing the dialogues, you need to present the conversation between A and B before the class.*

Role-Play - 1:

- that are quite popular with
- it’s very effective too
- while you’re working
- check out our range of
- would complement your mobile phone

A: I think I will take the dark grey colored mobile phone.

B: Would you also like to _____ Bluetooth?

A: Oh...I wasn't really looking for one.

B: Well, Ma'am, it is always useful to have a Bluetooth _____,

so you don't have to stop what you're doing to answer a call.

A: That's true. What do you have?

B: We have some beautiful new colors _____ our customers. Shall we check them out?

A: Yes.

B: I think this black pair _____ really well.

A: I would like to try them on first.

B: Of course, Ma'am.

A: I like it, _____. I will take it.

B: Excellent choice, Ma'am!

Role-Play - 2:

- They are quite affordable too
- one of our best-selling
- Would you also like to look
- that comes along with it

A: I would like to buy the Laptop.

B: That's a very good choice, Ma'am/Sir. _____ for a matching pair of speakers and a web-camera that is an additional part of the set?

A: Okay.

B: Here you are, Ma'am. A "Wise-Tech" Laptop set. It is _____

products.

A: Hmm...They look nice.

B: _____, Ma'am.

A: That's good to hear. What about the warranty?

B: There is a one year warranty _____ Ma'am.

3) *In the sentences given below, underline the adjectives / adverbs.*

Sentences:

- a) This sparkling mobile phone looks great in your hand. It would look much better if you try it out with these colorful headphones.
- b) How about buying this sleek DVD player along with your new television Sir...we will give you 10 % discount on the DVD.
- c) I suggest that instead of repairing your laptop, you replace your old battery with this long-lasting battery.
- d) You have bought all your course books - why don't you buy other stationery such as notebooks, coloring pens, pencils, etc.
- e) This trendy phone will work much better if you use this memory card with this phone.

Review of Session 12: Merchandising via Technology

- 1) *Answer the question in the "Questions" section as completely as possible, in your own words.*

Questions:

- a) What is "Online and Tele-merchandising"?
- b) What type of marketing is becoming easy for customers?
- c) What is the aim of Merchandising via Technology?
- d) How is it achieved?
- e) What is the fastest growing business phenomenon?
- f) What are companies are spending a fortune on?
- g) How has the internet revolutionized the way people interact with each other?
- h) When Merchandizing over the phone, why do CSRs need to remember the "Telephone"?

2) *In the sentences given below, fill in the blanks with the appropriate conjunctions / connectors.*

Sentences:

- a) Merchandising is the art of presenting products in best focus, _____ (*thereby / but*) promoting their sale.
- b) It includes _____ the exterior _____ (*both...and / either...or*) the interior of a computer.
- c) It displays the products in the most attractive way _____ (*so that / thus*) the customers find them appealing.
- d) It draws the attention of the customer to the product _____ (*because / thereby*) increasing the sale of products.
- e) Sometimes poor presentation of even the best products can lead to poor sales. _____ (*On the other hand / Then*), an interesting presentation of products can improve their sales.
- f) _____ (*Besides / Therefore*) displaying goods effectively on a website, make sure that the atmosphere on the call is comfortable for the customer.
- g) Sometimes customers buy things just because they find them attractive, _____ (*even though / additionally*) they don't have a need for those products.
- h) _____ (*Since / For*) Merchandising can make the simplest of products appeal customers; make sure you use interesting words to describe your product. _____ (*Moreover / For example*), each feature, advantage and benefit of a product like a laptop can be described very clearly with very positive words in order to grab customer's attention.

Review of Session 13: Product Promotion

1) *Answer the question in the "Questions" section as completely as possible, in your own words.*

Questions:

- 1. What does the term "promoting a product" mean?
- 2. How products are usually promoted? Give examples.
- 3. Fill in the blanks with the appropriate options:

- a) Ranbir Kapoor is the _____ for Lenovo. He has already made two _____ for the _____. The computer that he used in one of the advertisements was given away as a gift in a lucky draw. (brand, brand ambassador, advertisements)
- b) Nike had come up with a new idea to _____ its products during the World Cup. Their ads _____ the “Bleed Blue” slogan, and showed Indian cricketers playing on tops of buses in a crowded area helped _____ more of their shoes in India than ever before. The ad focused on the idea that cricket and Nike are inseparable became very _____ with customers. (popular, sell, promote, publicized)
- c) Many people can be seen _____ First-Touch phones these days. That is because First-Touch phones have a _____ going on. For every First-Touch phone that costs 12,000 Rupees, there is a _____. You can win anything from a laptop to a free mobile phone. (scratch-card, prize scheme, buying)
- d) Some online shopping websites have interesting _____ for those customers who order their products online or by phone. If they fail to deliver the _____ within the stipulated timeline, the customer will get the product _____. (order, for half the cost, offers)
- e) There is a scheme going on at HP. For every Laptop you _____, you get a printer _____, or 65% _____ on any other item of your choice that _____ below 10,000 rupees. (free of charge, costs, purchase, off)
- 2) *Re-arrange the dialogues in the role-play section, to form a conversation between Customer “B” and customer Sales/Service representative “A”. Once completed, follow the instructions of your facilitator for further evaluation.*

Role-Play:

B: Wow, I can't believe it!! What an amazing offer!

A: Are you looking for anything in particular?

B: She is 15 years old.

A: Thank you for being our customer, Ma'am/Sir. It was a pleasure serving you.

B: Well, I am looking for a Smartphone for my sister.

A: Here we are. This is our mobile phones section.

B: Okay.

A: Yes, we do. In fact, we've just received the latest touch-screen smartphones a couple of days ago.

B: Good. I'd like to have a look.

A: Yes, Ma'am/Sir. So, would you like to buy one for your sister Ma'am/Sir?

B: Very nice! It looks great. My sister will, love it! It looks quite expensive though. How much does it cost?

A: Good Morning, Ma'am/Sir.

B: How about this 'Matrik' one?

A: Good Morning, Ma'am/Sir.

B: No, that'll be all. Thanks.

A: May I ask how old she is?

B: I don't plan to buy something that is too expensive, as she still very young.

A: I understand, Ma'am/Sir. Though the mobile I have in mind for your sister, is not only inexpensive, but also has a fantastic surprise offer that will benefit you too!

B: Good Morning.

B: What?! Do you mean to tell me that IN-E has made this phone packed with all these features for only 7, 500 rupees?

A: Please have a look at this state of the art beautiful "e-phone" from "IN-E". It has all the features and advantages of all the best mobile phones in the market.

A: Good choice, Ma'am/Sir. But why don't I show you a mobile phone your sister will absolutely love!

B: Really? Okay, show me.

A: Thank you, Ma'am/Sir. Is there anything else that I can assist you with?

B: Absolutely, Yes! Though, I don't understand what's the surprise in it for me?

A: Yes, it is. So, should I go ahead and make your bill Ma'am/Sir?

A: Great choice, Ma'am/Sir. The surprise offer that is going on for the first 30days is, for every purchase of an e-phone, you get another e-phone absolutely free of charge!

B: Do you have a smartphone suitable for a fifteen-year old?

A: It costs only Rs 7,500 rupees.

A: Please do. And, let me know if you like anything.

B: Sure.

A: The mobile phones section is this way. Please follow me.

3) *Change the verbs in bold to future continuous tense and rewrite the following sentences.*

Sentences:

- a) To promote our items, we **will call** all our existing customers and communicate the benefits of our new products to them.
- b) We **will introduce** money coupons and special offers on our new products to increase their sale.
- c) We **will arrange** a free demo of our products to the customers.
- d) We **will send** mini-packets of these biscuits to students in school so that they buy the bigger ones.
- e) We **will advertise** our new product line on TV.
- f) We **will invite** a famous actress to launch our new product line so that people come in large numbers to our store.
- g) We **will put** the banners and posters announcing the start of the sale season.
- h) We **will distribute** pamphlets about the exchange offer on our washing machines.
- i) If necessary, we **will give** free gift items and reward points with our new products.
- j) We **will set up** a kiosk (a small open-fronted cubicle from which newspapers, refreshments, tickets, etc., is sold) outside our shop where customers can try free samples of our new flavored drink.

SESSION 14: CLOSING A DEAL

RELEVANT KNOWLEDGE

One of the roles a customer sales/service representative plays is to answer the customer's queries in order to close a deal. A customer sales/service representative must try his/her best to get the customer to buy an item. In order to close the deal, he/she needs to explain the features and offer benefits which make the deal very attractive.

Some of the questions a customer might ask are:

1. Will you deliver it to my place?
2. Is an upgrade available?
3. Can I take this car out for a test drive?
4. Does this item have a warranty on it?
5. Can I get a discount on the price?

How would you answer the above questions in the positive? Jot down your answers here:

EXERCISE

Fill in the blanks with the sentences given below in order to complete the conversation:

- It comes with a warranty of 1 year.
- We will send a person across to deliver as well as install it for you.
- It is the most advanced Laptop available in the market right now.
- What do you think of our latest K-Series Laptop?
- We do our best for our customers.
- So, you get to pay less if you buy it now.

Sales representative: Is there anything else you would like to know about our product?

Customer: No. I think you have told me all there is to know.

Sales representative: So, Ma'am/Sir _____?

Customer: It does seem like a very advanced and beneficial piece of technology packed into one product.

Sales representative: It is, Ma'am/Sir _____.

Customer: But does it come with a warranty?

Sales representative: Yes, Ma'am/Sir _____.

Customer: Oh! That's good.

Sales representative: Plus, we are offering a discount of 20% for the first 20 buyers _____.

Customer: Okay. I think I will take it. But will you deliver it to my place?

Sales representative: Sure, Ma'am/Sir _____.

Customer: Thanks so much!

Sales representative: It's not an issue, Ma'am/Sir _____.

Modals.

As you already know, modal verbs are helping verbs. The English language has ten modal verbs: can, could, may, might, shall, should, will, would, must and ought to. These are used with the main verb to form a sentence or a question.

In a statement the word order is subject + modal + main verb.

Example:

- They can come here.
- The baby will drink milk now.

In questions, the word order changes to modal + subject + main verb.

Example:

- Can they come here?
- Will the baby drink milk now?

Some more examples:

1. **Would** you like me to help?
2. **Shall** I help you?
3. Do you think we **should** get some help?
4. We **might** need some help.
5. You **may** ask for help if you need it.

Select the right modals in the following sentences:

1. _____ you sign on this purchase form? (could, will)
2. _____ you like to get a membership card? (could, would)
3. _____ we deliver your purchase to your address? (shall, may)
4. _____ you refer us to your friends and neighbors? (could, should)
5. We _____ be able to offer you a discount if you buy the product now. (might, shall)
6. You _____ buy the product now as we are currently offering a discount.

Next, ask each student to make a sentence with one of the following modals: **might, could, should, shall, can, will, would, may**

ASSESSMENT

Fill in the blanks with the appropriate modal.

1. _____ you like to know anything else about our product? (May, Would)
2. _____ I send across a person to install the AC tomorrow? (Shall, Will)
3. _____ you like to pay by card or cash? (Will, Would)
4. _____ you refer us to a friend or neighbor? (May, Can)
5. Ma'am, you _____ fill out this form. (may, shall)
6. Where _____ we deliver your purchase? (must, should)
7. Sir, you _____ not lose this document as it is a proof of your ownership of the item. (must, might)
8. _____ you fill out this feedback form and let us know how you like our services? (Should, Could)
9. Is there anything else we _____ show you? (would, could)
10. We _____ re-issue another invoice, but we strongly advise you to keep the original safely. (can, may)

SESSION 15: STOCK COUNT

RELEVANT KNOWLEDGE

As you know, not only selling items and closing deals but also counting inventory may be a part of a sales representative's daily job routine.

A stock count as the name suggests is the counting of in-hand inventory. This is very important from the business point of view. Losing track of inventory is a sure recipe for disaster in a business. Moreover, you can lose a customer if often, he/she searches for an item at your store and does not get it due to unavailability. The customer will definitely switch loyalty to a better stocked store! Hence, you need to know which products are moving, which are not and also how much of each item is left in hand.

What tasks do you think are involved in a stock count? Daily stock count involves the following tasks:

1. Identifying location (The best place to showcase the product)
2. Arranging products (So that the products look attractive and the customers can easily identify and choose the product they want)
3. Counting products (So they know how many were originally on sale, how many sold, and how many are unsold)
4. Updating stock count format (Improving on the way/plan of stock taking)

All computer manufacturing companies need to take a count of their stocks on a daily basis. Why? Think and jot down your answer.

EXERCISE

Read aloud the details given below. Rearrange the sentences to form conversations between two people A and B.

“Daily Stock Count”

First Conversation:

- a. What about Rack B and C?
- b. Very good. What about the Desktop PCs?
- c. Did you have a look at the software section as yet?
- d. Sixty-four.
- e. Pretty good. So where are they placed? Ok. How many items are there per product?
- f. We have 12 PCs from DELL, 18 PCs from HCL, 14 PCs from HP, 18 PCs from Sony and 12 PCs from Acer.
- g. I will.
- h. Not yet. I am headed there now. What's the stock count there?
- i. How many Apple products?

- j. Okay. We need to have 10 more computers per brand here.
- k. Rack A has the laptops, iPads and Macintosh PCs from Apple.
- l. Yes, I have it. We sold more than one hundred laptops this month!
- m. I agree.
- n. Right. Let me record the numbers first.
- o. We have desktops from DELL, HCL, HP, Sony and Acer on Rack B and C.
- p. You'll have to take a look.
- q. 48 on the Rack.

Second Conversation:

- a) There are 5 white cotton boleros, 6 dark blue denims, 5 cream corduroy blazers, and 5 black cotton blazers.
- b) Jackets. First count the shirts and tell me the number.
- c) What are we stacking then?
- d) 16 skirts in total then. We are moving them to the second rack.
- e) There are 4 different jackets here. We have white cotton boleros, dark blue denims, cream corduroy blazers, and black cotton blazers.
- f) Let us arrange the jackets then. How many types are there?
- g) There are 7 denim shirts and 9 cotton skirts.
- h) Okay. Let us count how many are there for each type.
- i) We are not stacking shirts on this rack anymore.
- j) So, we have 21 jackets in this rack.

The first conversation should start with

A: Have you got the list of how many computers were sold?

The second conversation should start with

A: We are not stocking shirts on this rack anymore.

Listen carefully to the instructions of your facilitator and complete the exercise.

Articles.

As you know, there are only three articles in the English language: a, an and the.

A and **an** are indefinite articles. They refer to something not specifically known to the person you are communicating with. They are also used before nouns that introduce something or someone you have not mentioned before in your conversation.

The is a definitive article. You use **the** when you know that the listener knows or can understand what particular person/thing you are talking about. You also use **the** when you talk about geographical points, rivers, oceans, seas etc. Read aloud the examples below:

- a) Can you tell me **the** total number of packages in each rack?
- b) I had **a** glass of milk in **the** morning.
- c) I have to give **the** boss **a** daily report every evening.
- d) **The** Nile is in Egypt.
- e) I have two children, **a** boy and **a** girl. **The** boy is fourteen years old and **the** girl is just eight.
- f) Please shut **the** door.
- g) The thief jumped in through an open window of **the** hostel.

Read out the sentences and ask the students to fill in the blanks with appropriate articles.

- 1. We need to refill _____ rack with more shirts.
- 2. We need to put _____ packet of detergent here. There should be 5 packets in each rack.
- 3. We will need _____ hour to count the stock in this section.
- 4. There is _____ empty rack in _____ Home Appliance section.
- 5. We have to replenish _____ empty rack in _____ Home Appliance section.
- 6. One of _____ racks in _____ Home Appliance section is empty.
- 7. There is _____ rack in _____ Home Appliance which will need to be restocked.
- 8. We have finished counting stock for _____ day.

ASSESSMENT

Fill in the blanks with 'a', 'an', or 'the'.

- 1. _____ packet of biscuits is missing from this shelf. I had put five packets in the morning here, but there are only four now.
- 2. Can you tell me _____ total number of washing machines on display in the showroom right now?
- 3. I have _____ amazing idea that will help us keep track of each and every item in the store.
- 4. There are 43 notebooks, 50 ball pens, 18 schoolbags, and _____ water bottle in this rack.
- 5. Can you make _____ list stating how many more items are required to stock these shelves completely?
- 6. I can't find _____ five pairs of trousers I had put here in _____ morning.

7. Could you please categorize these packets of rice based on _____ labels written on them?
8. And then put five packets from each category in _____ front row.
9. I need _____ updated daily count format.
10. There are 19 books in the English section, but we need at least 20. Please put _____ extra book there.

SESSION 16: WRITING A CUSTOMER SERVICE REPORT

RELEVANT KNOWLEDGE

What is a customer service report?

A Customer Service report is a very important aspect of running of successful business. Customer sales/service representatives use customer service reports or call reports to record details of all the customers they receive, from potential to existing customers.

Call reports typically include what was discussed with the customer, the outcome of the conversation, and any other relevant information. These reports are then submitted to supervisors and are used to keep a record of contacts with customers. They can also give supervisors valuable feedback about an employee's job performance.

Look at the following chart (Customer Service Report Chart):

CUSTOMER SERVICE REPORT CHART							
Sl. No	Date	Customer Name	Address	Contact No.	Discussion Details	Product/Service	Customer Status
1	10-08-2012	Mr. Shashi Kaur	xxxx	011-34598700	Customer interested in purchasing Laptop	Laptop Model: L123xx0	Made Sale
2	10-08-2012	Ms. Asha Agarwal	xxxx	9876543210	Customer requested service of DVD player	DVD player - Product No: DTVD	Call Back
3	13-08-2012	Ms. Daljeet Singh	xxxx	011-12365487	Customer wants to know date of delivery of her Desktop	Desktop Model: DT0987xx	Service Provided
4	13-08-2012	Mr. Karan Ahluwalia	xxxx	011-87654321	Customer has placed an on-site service request	Server Upgrade	Follow-up
5	13-08-2012	Mr. Amit Kapur	xxxx	011-12345678	Customer bought Laptop	Laptop Model: L0123xx	Sold

The Customer Service report has been prepared showing the number of customers, their addresses and contact numbers. The report also shows the reason why the customers contacted the company, their date of contact, the discussion details, products sold, services requested, customers who need to be called back, customers who need service provided, and any follow-up calls or service that needs to be made or delivered.

With this information in hand, now listen carefully to you facilitator and complete the exercises in the session.

EXERCISE

Look at the Customer Service Chart.

Fill in the blanks with the phrases given below in order to complete the conversation between A and B.

“Service provided”

- computer upgrade for a desktop, model no. DT1234
- The second one is
- R.S House, High Park Road, New Delhi, Pin code - x0x 0x0, and the contact number is 8765432190.
- the address of our store
- It's a “Call back”.
- On the 22nd of August 2012 at 4:12 pm, Mr. Rajeev Shukla had called. The same date, at 5:23pm, Ms. Deepika Patel had called, and at 6: 07pm Mr. Mahinder Deol had called.
- House No. 16, Vallabhai Patel Road, Andheri, Mumbai - 400093, and the contact number is 9874563210.
- Okay. I have the table with me. Do you have the details?
- call report
- Sunny Apartments, Dharam Jat Road, Gurgaon - 123456, and the phone number is 9087654321.
- Tell me the date first, followed by the time, followed by the customers' names.
- The third one.
- the number of customer calls we received.
- about the price of a laptop, model no. LT8910

A: We have to make a Customer Service report now.

B: _____?

A: Yes. I will read out the details. You can fill in the table.

B: Okay. Tell me _____.

A: Do you want the dates too?

B: Yes. _____

A:

Ok _____

B: What about the customers' addresses and contact numbers?

A: The first customer's address is _____

B: what about the second customer's address?

A: The second customer's address is, _____

B: And the third customer's address?
A: The third customer's address is, _____
B: Thanks. What are the discussion and product details?
A: The first customer had inquired
_____.
The second customer had requested a _____
_____ and the third customer had called to ask for
_____.

B: What is the customer status?
A: The first customer's status is "_____".
B: What about the second customer?
A: _____ "Follow-up".
B: And the last call's status?
A: _____ "_____".
B: Is that it?
A: Yes.
B: Great! The _____ is complete.

Rearranging sentences.

Rearrange the following sentence to form a step by step explanation of how to write a sales report for stocks received.

- Next, you should calculate the total cost of stocks received.
- First of all, a sales report must show the number of days for which it has been prepared.
- You must also include the cost of stocks received.
- This should include the freight charges.
- You have to fill in details of number of stocks received.

ASSESSMENT

Given below is an empty call report template that you have to fill in. Rearrange the sentences that follow so that you get a step-by-step explanation of how to write the call report.

CUSTOMER SERVICE REPORT CHART							

- After the “product/service” column, we have to record the status of each customer interaction.
- The customer details; address and contact numbers, come next.
- Next are the details of the discussion between the customer and you.
- Write down the serial number, followed by the date
- You also need to log what product/service the customer was interested in or requested for.
- Then comes’ the customer’s name.

REVIEW SESSION 5

The review evaluations will be **Question and Answer** and **Role-Play** based. Answers will be assessed on content, context, grammar, sentence structure and vocabulary based on the sessions 14, 15 and 16.

The review evaluation is divided into three parts. One for each session:

- Closing a Deal.
- Stock Count.
- Writing a “Customer Service Report”.

ASSESSMENT

Review of Session-14: Closing a Deal

- 1) *Answer the question in the “Questions” section as completely as possible, in your own words.*

Questions: Respond positively to the following:

1. Will you deliver the computer at my office?
2. Is an upgrade available?
3. Can you check my computer for any viruses?
4. Does this item have a warranty on it?
5. Can I get a discount on the price?

- 2) *Complete the dialogues in Role-Play (by filling in the blanks) to form a conversation between a Customer (A) and a Customer Sales/Service Representative (B).*

Role-Play:

- It comes with a warranty of 1 year.
- We will send a person across to deliver as well as install it for you.
- It is the most advanced Laptop available in the market right now.
- What do you think of our latest K-Series Laptop?
- We do our best for our customers.

○ So, you get to pay less if you buy it now.

B: Is there anything else you would like to know about our product?

A: No. I think you have told me all there is to know.

B: So, Ma'am/Sir.

_____?

A: It does seem like a very advanced and beneficial piece of technology packed into one product.

B: It is, Ma'am/Sir.

_____.

A: But does it come with a warranty?

B: Yes, Ma'am/Sir. _____.

A: Oh! That's good.

B: Plus, we are offering a discount of 20% for the first 20 buyers. _____.

A: Okay. I think I will take it. But will you deliver it to my place?

B: Sure, Ma'am/Sir. _____.

A: Thanks so much!

B: It's not an issue, Ma'am/Sir. _____.

3) *In the sentences given below, fill in the blanks with the appropriate modal.*

Sentences:

- a) _____ you like to know anything else about our product? (May, Would)
- b) _____ I send across a person to install the AC tomorrow? (Shall, Will)
- c) _____ you like to pay by card or cash? (Will, Would)
- d) _____ you refer us to a friend or neighbor? (May, Can)
- e) Ma'am, you _____ fill out this form. (may, shall)
- f) Where _____ we deliver your purchase? (must, should)
- g) Is there anything else we _____ show you? (would, could)

Review of Session-15: Stock Count

- 1) Answer the question in the “Questions” section as completely as possible, in your own words.

Questions:

1. What are the four different tasks involved in a stock count.
- 2) Rearrange the dialogues in Role-Play 1 and 2 to form a conversation between “A” and “B”.

Role-Play - 1:

- (a) What about Rack B and C?
- (b) Very good. What about the Desktop PCs?
- (c) Did you have a look at the software section as yet?
- (d) Sixty-four.
- (e) Pretty good. So where are they placed? Ok. How many items are there per product?
- (f) We have 12 PCs from DELL, 18 PCs from HCL, 14 PCs from HP, 18 PCs from Sony and 12 PCs
- (g) from Acer.
- (h) I will.
- (i) Not yet. I am headed there now. What’s the stock count there?
- (j) How many Apple products?
- (k) Okay. We need to have 10 more computers per brand here.
- (l) Rack A has the laptops, iPads and Macintosh PCs from Apple.
- (m) Yes, I have it. We sold more than one hundred laptops this month!
- (n) I agree.
- (o) Right. Let me record the numbers first.
- (p) We have desktops from DELL, HCL, HP, Sony and Acer on Rack B and C.
- (q) You’ll have to take a look.
- (r) 48 on the Rack.

Role-Play - 2

- (a) There are 4 different brands of Desktops here. We have Sony Vaio, Dell, Apple Macs, and HCLs.
- (b) Tablet Pcs and Laptops. First count the Tablet Pcs and then the Laptops, and only then tell me the number.
- (c) What are we stacking then?
- (d) So, we have 365 Desktop Computers on these eight racks.

- (e) Let us arrange the Desktops then. How many types are there?
- (f) There are 75 Sony Vaio, 90 Dell, 50 Apple Macs, and 150 HCLs.
- (g) There are 70 den Tablet Pcs and 95 Laptops.
- (h) Okay. Let us count how many are there for each type.
- (i) 166 computers in total then. We are moving them to the second rack.
- (j) We are not stacking mobile phones on this rack anymore.

3) *In the sentences given below, fill in the blanks with the appropriate article.*

Sentences:

- a) Can you tell me _____ total number of computers that are on sale in your showroom right now?
- b) I have _____ amazing idea that will help us keep track of each and every item in the store.
- c) There are 43 notebook computers, 50 desktops, 28 laptops, and _____ computer table for sale in this store.
- d) Can you make _____ list stating how many more items are required to stock these shelves completely?
- e) I can't find _____ five pairs of speakers I had placed here in _____ morning.

Review of Session-16: Writing a Customer Service Report

1) *Answer the question in the "Questions" section as completely as possible, in your own words.*

Questions:

1. Fill in the blank to complete the following sentence: A Customer Service Report is a very important aspect of running a _____.
2. What do customer sales/service representatives use customer service reports for?
3. What are the different aspects of a customer interaction that is included in a customer service report?
4. Who are these reports submitted to, and why?

2) Complete the dialogues in Role-Play section (by filling in the blanks) to form a conversation between "A" and "B".

Role-Play

1. Computer upgrade for a desktop, model no. DT1234
2. House No. 16, Vallabhai Patel Road, Andheri, Mumbai - 400093, and the contact number is 9874563210
3. "Service provided"
4. The second one is
5. Tell me the date first, followed by the time, followed by the customers names about the price of a laptop, model no. LT8910
6. Sunny Apartments, Dharam Jat Road, Gurgaon - 123456, and the phone number is 9087654321
7. The address of our store.
8. Customer service report
9. On the 22nd of August 2012, Mr. Rajeev Shukla had called. The same date, Ms. Deepika Patel had contacted us next, and after which we received a call from Mr. Mahinder Deol
10. the number of customer contacts we received
11. R.S House, High Park Road, New Delhi, Pin code - x0x 0x0, and the contact number is 8765432190
12. Okay. I have the table with me. Do you have the details?
13. It's a "Call back".

A: We have to make a customer services report now.

B: _____?

A: Yes. I will read out the details. You can fill in the table.

B: Okay. Tell me _____.

A: Do you want the dates too?

B:
Yes. _____.

A:
Ok. _____

B: What about the customers' addresses and contact numbers?
A: The first customer's address is _____
B: What about the second customer's address?
A: The second customer's address is, _____
B: And the third customer's address?
A: The third customer's address is, _____
B: Thanks. What are the discussion and product details?
A: The first customer had inquired _____ . The second customer had requested a _____ and the third customer had called to ask for _____ .
B: What is the customer status?
A: The first customer's status is "_____".
B: What about the second customer?
A: _____ "Follow-up".
B: And the last customer's status?
A: _____ "_____".
B: Is that it?
A: Yes.
B: Great! The _____ is complete.

3) *Rearrange the sentences given below, to form a step by step explanation of how to write a customer service report.*

Sentences:

- After the "product/service" column, we have to record the status of each customer interaction.
- The customer details; address and contact numbers, come next.
- Next are the details of the discussion between the customer and you.
- Write down the serial number, followed by the date
- You also need to log what product/service the customer was interested in or requested for.
- Then comes' the customer's name.

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