

**CERTIFICATE IN COMMUNICATION SKILLS
FOR BPO, ITeS AND RELATED SECTORS
(CCSS)**

Term-End Examination

December, 2015

**BCSSI-001 and 002 : (1) UNDERSTANDING BPO,
ITeS AND RELATED SECTORS AND (2) ENGLISH
PROFICIENCY**

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any five questions. All questions carry equal marks.*

1. Discuss the importance of service sectors in India with special reference to the BPO based knowledge skills. **20**
2. Explain at least (8) eight skill sets needed in the BPO sector. **20**
3. Describe with examples, different types of "Call Centres". **20**
4. What are the important sub-skills in reading ? Explain two situations in which these skills are used and their advantages. **20**

5. What do you mean by 'Customer' ? Briefly explain how listening skills play a key role in identifying and understanding the problem of a Customer. **20**
6. What is effective listening ? And why is listening an important skill ? **20**
7. Answer **any two** questions : **2x10=20**
- (a) What is the difference between pre-process and process training ?
 - (b) Describe the process of out-sourcing.
 - (c) What are the differences between KPO and BPO ?
 - (d) What do you mean by inbound call centres ?
8. Answer **any four** of the following questions : **4x5=20**
- (a) How do you handle "difficult calls" ?
 - (b) Differentiate between Casual listening and Focused listening.
 - (c) Give at least 5 tips on good writing.
 - (d) What are the points to be remembered while making a phone call ?
 - (e) Give two examples (each) of one, two, three and four syllable words.
 - (f) List any four segments of Indian hotel industry.
-