

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

Term-End Examination

June, 2012

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

Time : 3 hours

Maximum Marks : 100

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

1. What do you mean by 'Out-sourcing' ? Describe in detail the process of out - sourcing in the BPO sector. 20
2. Explain in detail the Organisational Structure of a BPO. How will this help you to plan your career in a BPO ? 20
3. Explain with sufficient data how the recent growth in the BPO industry creates employment opportunities for a job seeker in India ? 20
4. With examples explain the set of rules governing 'Conversation' 20

5. Differentiate a phone call at the "work place" from a phone call to your relatives or friends. Illustrate how you use the telephone effectively at a work place ? 20
6. What are the important sub-skills in reading ? Explain two situations in which these skills are used and their advantages. 20
7. Answer *any two* questions : 2x10=20
- (a) Explain the role of 'Call - Centres '
 - (b) What are the differences between BPO and KPO ?
 - (c) What you mean by "face to face listening ?"
 - (d) Briefly explain any three tips on 'good writing' with examples.
8. Answer *any four* questions : 4x5=20
- (a) List any five communication skill-sets required in the BPO sector.
 - (b) List any top five KPO companies in India.
 - (c) What do you mean by 'Inbound Call Centre' ?
 - (d) What is 'phonetics' ?
 - (e) What are the points to be remembered while making a phone call ?
 - (f) Which are the stages of effective telephone listening ?
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