

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

00004 **Term-End Examination**

June, 2014

**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. Explain the concept of "Outsourcing and BPO".
Briefly describe the growth and development of
BPO, ITeS and Related Services in India. 20
2. Describe in detail the service sectors in India
with special reference to the BPO based
knowledge skills. 20
3. What are the challenges faced by the BPO – ITeS
sectors in India ? How would you prepare yourself
for better career prospects in BPO sector ? 20
4. Explain with examples "Intensive" and
"Extensive" Reading. 20

5. What you mean by 'e-mail etiquette' ? Explain with examples any five e-mail etiquettes. 20
6. Illustrate with examples three face-to-face situations in which your spoken English helped to create good "rapport" with your customer. 20
7. Answer any *two* of the following questions : $2 \times 10 = 20$
- (a) What is the difference between 'horizontal' and 'vertical' classification of BPOs ?
 - (b) What do you mean by inbound call centres ?
 - (c) What is "Phonetics" ?
 - (d) Write a brief note on "Small talk" with your own examples.
8. Answer any *four* of the following questions : $4 \times 5 = 20$
- (a) Write a brief note on 'Automatic Call Distribution' (ACD).
 - (b) What do you mean by "Skimming" ?
 - (c) What is "Customer Interactive Service" ?
 - (d) Give at least five tips on good writing.
 - (e) What is the difference between BPO and KPO ?
 - (f) How do you handle "difficult calls" ?
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