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

**Term-End Examination**

**December, 2011**

**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. Describe the process of outsourcing and explain in detail the horizontal classification of process. 20
2. Describe in detail the service sectors in India with special reference to the KPO 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. 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

5. What do you understand by 'Reading with Comprehension' ? With examples, explain intensive and extensive reading. **20**
6. Write a mail to your interviewer asking him/her to postpone your interview date by two days as you have to take someone to hospital for medical tests. The e-mail address is : **xxxx@yyzzww.com** **20**
7. Answer *any two* questions **2x10=20**
- (a) Describe the process of outsourcing.
  - (b) Explain the functions of a call/contact centre.
  - (c) Mention four comprehension exercises that are used in a language class room.
  - (d) Discuss the difference between external and internal barriers of listening. How can you overcome these barriers ?
8. Answer *any four* questions **4x5=20**
- (a) List any four of the top-ten KPOs in India.
  - (b) What are the main functions of the HR department in a BPO ?
  - (c) Give two examples (each) of one, two, three and four syllable words.
  - (d) What points are to be remembered while receiving a phone call ?
  - (e) What do you mean by e-mail etiquette ?
  - (f) Distinguish between BPO and KPO.
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