

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

Term-End Examination

June, 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 how the BPO industry has played a vital role in India's growth in recent years. 20
2. Briefly describe the different types of Call centres. 20
3. Elaborate the five steps of effective telephone listening. 20
4. What is effective listening and why is listening an important skill ? 20
5. Explain atleast eight (8) skill sets that are essential in the BPO sector. 20

6. Why is e-mail etiquette important ? List atleast seven (7) aspects of e-mail etiquette in business communication. 20
7. Answer *any two* questions : 2x10=20
- (a) Explain the role of training in BPOs.
 - (b) What is the difference between pre-process and process training. ?
 - (c) What is phonetics and how many sounds are there in English ?
 - (d) What does scanning strategy mean in reading ? Why do we scan ?
8. Answer *any four* questions : 4x5=20
- (a) List any four segments of Indian hotel Industry.
 - (b) List the differences between a BPO and a KPO.
 - (c) Draw a diagram to explain the functioning of a call/contact centre.
 - (d) What are the characteristics of good writing ? Mention a few common errors we often commit.
 - (e) What do you mean by reading comprehension ?
 - (f) What points are to be remembered while making a phone call ?
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