

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

Term-End Examination

December, 2013

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

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

1. Briefly mention the various functions of a call centre with examples. 20
2. Give a brief description about the organisational structure of a BPO at the employee's level. 20
3. What are the challenges faced by BPO-ITeS sector in India ? Give suitable examples. 20
4. What do you mean by conversation ? Explain the three parts of a conversations with examples. 20
5. What are the common errors that we commit while writing ? Give examples. How can we avoid them ? 20
6. Explain with examples intensive and extensive reading. 20

7. Answer *any two* questions : **2x10=20**
- (a) What do you mean by inbound call centres ?
 - (b) Explain the role of training in BPO Industry.
 - (c) Describe the process of out sourcing.
 - (d) Write a brief note on "Small talk" with examples.
8. Answer *any four* questions : **4x5=20**
- (a) Write a brief note on "Interactive voice Response" (IVR).
 - (b) What points are to be remembered while making a phone call ?
 - (c) Write a brief note on finance and accounting services.
 - (d) What do you mean by "Scanning" ?
 - (e) List out few phrases and expressions used in a call centre to ask for a repetition.
 - (f) How do you handle "difficult calls" ?
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