

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

Term-End Examination

December, 2012

**BCSSI-001/002 : (1) UNDERSTANDING BPO, ITES
AND (2) ENGLISH PROFICIENCY RELATED
SECTORS**

Time : 3 hours

Maximum Marks : 100

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

1. What do you mean by skill sets ? Explain at least 20
8 skill sets required in the BPO sector.
2. Describe with examples, different types of 'Call 20
Centres'.
3. What do you understand by out-sourcing ? 20
Explain in detail various out-sourcing services in
the IT sector.
4. Why is 'e-mail etiquette' important in Business 20
Communication ? List any 7 (seven) e-mail
etiquette with examples.
5. 'Spoken English' plays an important role in 20
Communication Skills-do you agree ? Illustrate
with examples three face-to-face situations in
which your Spoken English skill helped to create
a good 'rapport' with the Customer.

6. "Listening Skill is more important than reading skill to deal effectively with a customer" - Establish your argument regarding this statement. **20**
7. Answer *any two* questions : **2x10=20**
- (a) Explain the basics of Call Centre technology.
 - (b) Mention the importance of 'training' in the BPO sector.
 - (c) Discuss the differences between external and internal barriers of listening and the ways to overcome these barriers.
 - (d) How are technical problems different from regular/normal problems ? Explain with examples.
8. Answer *any four* questions : **4x5=20**
- (a) Give two examples of one, two, three and four syllable words.
 - (b) What is 'phonetics' and how many sounds are there in English ?
 - (c) What is the difference between a BPO and a KPO ?
 - (d) What is skimming ?
 - (e) Explain the functioning of a call/contact centre.
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