

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

**00268 Term-End Examination
December, 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. What are the challenges faced by BPO and ITeS sectors in India ? Give examples. 20
 2. Briefly describe the various functions of a Call Centre with examples. 20
 3. What are the financial services of the KPO ? Explain each of them. 20
 4. Briefly explain with examples the various reading strategies. 20
 5. "To deal effectively with a customer, listening skill is more that you need than your reading skill." Do you agree with this ? Establish your argument. 20

6. What are the ways to avoid common errors while writing? Give examples of your own. 20
7. Answer any **two** of the following questions : $2 \times 10 = 20$
- (a) Explain the role of training in BPO Industry.
 - (b) How are technical problems different from regular/normal problems? Explain with examples.
 - (c) What do you mean by Out-bound Call Centre?
 - (d) What do you mean by "Communication skills"? Give examples.
8. Answer any **four** of the following questions : $4 \times 5 = 20$
- (a) Write a brief note on "financial and accounting services".
 - (b) Give two examples of one, two, three and four syllable words.
 - (c) What is the difference between "Skimming" and "Scanning"?
 - (d) List out few points which are to be remembered while making a phone call.
 - (e) How many phonetic sounds are there in English?
 - (f) Differentiate between "Casual listening" and "Focused listening".
-