

00451

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

**Term-End Examination**

**December, 2016**

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

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :** (i) *Attempt any five questions.*  
(ii) *All questions carry equal marks.*
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1. Describe in detail the service sectors in India with special reference to the KPO. **20**
2. Elaborate the five steps of effective telephone listening. **20**
3. 'Spoken English plays an important role in communication skills' - Do you agree ? Illustrate with examples three face-to-face situations in which your Spoken English helped to create a good 'rapport' with the customer. **20**
4. What are the important sub-skills in reading ? Explain two situations in which these skills are used and their advantages. **20**
5. Explain the set of rules governing 'Conversation' with the help of examples. **20**

6. What do you mean by 'Customer' ? Briefly explain how listening skills play a key role in identifying and understanding the problems of Customers. **20**
7. Answer any two questions : **10x2=20**
- (a) What are the differences between pre-process and process training ?
  - (b) Mention four comprehension exercises that are used in a language Classroom.
  - (c) Explain the basics of Call Centre technology.
  - (d) Write a brief note on "Small talk" with examples.
8. Answer any four questions : **5x4=20**
- (a) What are the stages of effective telephone listening ?
  - (b) What is "Customer Interactive Service" ?
  - (c) Write a brief note on "Automatic Call Distribution (ACD)".
  - (d) Give at least 5 tips on good writing.
  - (e) Write a brief note on finance and accounting services.
  - (f) What do you mean by face-to-face listening ?
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