

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

00285

**Term-End Examination**

**June, 2013**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Explain the concepts-Outsourcing and BPO. 20  
Briefly describe the growth and development of  
BPO, ITeS and Related Services in India.
2. What are the Financial Services of the KPO ? 20  
Explain each of them.
3. Explain at least eight (8) skill sets needed in the 20  
BPO sector.
4. What is face-to-face listening ? Describe at least 20  
four situations and locations that are relevant for  
face-to-face listening.
5. Briefly describe with examples the various reading 20  
strategies.

6. Explain with examples any five e-mail etiquette. 20
7. Answer *any two* questions : 2x10=20
- (a) What is the difference between horizontal and vertical classification of BPOs ?
  - (b) What is phonetics ?
  - (c) What is the difference between BPO and KPO ?
  - (d) Which are the two basic ways of responding ?
8. Answer *any four* questions : 4x5=20
- (a) Write a short note on Automatic Call Distribution (ACD).
  - (b) Give at least 5 tips on good writing.
  - (c) Write a short note on Customer Interaction Services.
  - (d) What do you mean by "skimming" ?
  - (e) How do you handle "difficult calls" ?
  - (f) Differentiate between Casual listening and focused listening.
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