

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

**Term-End Examination**

**June, 2016**

**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. Describe the process of outsourcing and explain in detail the horizontal classification of process. 20
2. Briefly describe the different types of Call centres. 20
3. Why is 'email etiquette' important in Business Communication ? List any 7 (seven) e-mail etiquette with examples. 20
4. Explain the set of rules governing 'Conversation' with suitable examples. 20
5. What are the common errors that we commit while writing in English ? Give examples. How can we avoid them ? 20

6. Illustrate with examples three face-to-face situations in which your spoken English helped to create good "rapport" with your Customers. **20**
7. Answer **any two** of the following questions : **2x10=20**
- (a) What is Phonetics ?
  - (b) Role of training in BPOs.
  - (c) Difference between external and internal barriers of listening. How can you overcome these barriers ?
  - (d) What are the difference between BPO and KPO ?
8. Answer **any four** questions : **4x5=20**
- (a) Give two examples (each) of one, two, three and four syllable words.
  - (b) What do you mean by reading comprehension ?
  - (c) What is skimming ?
  - (d) List any top five KPO companies in India.
  - (e) How do you handle "difficult calls" ?
  - (f) Explain the functioning of a call/contact centre.
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