

00126

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

Term-End Examination

June, 2015

**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. Describe how the BPO industry has played a vital role in India's growth in recent years. **20**
2. Describe in detail the service sectors in India with special reference to KPO based knowledge skills. **20**
3. With examples explain the set of rules governing 'Conversation'. **20**
4. Why is 'e-mail etiquette' important in Business Communication ? List any 7 (seven) e-mail etiquette with examples. **20**
5. Briefly describe with examples the various reading strategies. **20**

6. Illustrate with examples three face-to-face situations in which your spoken English helped to create good "rapport" with your customer. **20**
7. Answer **any two** of the following questions : **2x10=20**
- (a) Role of training in BPOs.
 - (b) Explain the role of "Call-Centres".
 - (c) Discuss the difference between external and internal barriers of listening and the ways to overcome these barriers.
 - (d) What is "phonetics" ?
8. Answer **any four** of the following questions : **4x5=20**
- (a) What do you mean by "skimming" ?
 - (b) How do you handle "difficult calls" ?
 - (c) Explain the functioning of a call/contact centre.
 - (d) Which are the stages of effective telephone listening ?
 - (e) List any four of the top-ten KPOs in India.
 - (f) What do you mean by reading comprehension ?
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