

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

**Term-End Examination**

**December, 2013**

**BCSSI-003 and 004 : (3) BUSINESS  
COMMUNICATION AND (4) CULTURAL  
SENSITISATION**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. How do you effectively deliver a business presentation ? With examples explain what are the precautions to be taken before, during and after presentation ? **20**
2. What do you mean by office etiquette ? Explain any ten aspects of office etiquette that we need to observe. **20**
3. What is the difference between personal e-mail and business e-mail ? What are the steps involved in writing an effective business e-mail ? Give examples. **20**
4. "No culture is right or wrong- it exists because of various reasons" - Do you agree ? If so, what is the relevance of Global Business Etiquette ? **20**

5. Compare and contrast the political system of USA with that of Britain and elucidate the implications for an Indian working in a BPO in India. 20
6. Compare and contrast any five American values with Indian values. 20
7. Answer **any two** questions : **2x10=20**
- (a) What do you mean by "Call Opening" ? Give examples. As a CSR how would you give the Customer a feeling that he/she has reached a helpful person ?
  - (b) What is the difference between keyboarding and typing ? Give examples.
  - (c) Why do different cultures have different kinds of clothing and shelter patterns ?
  - (d) "Diversity is the uniqueness of Indian Culture " - Comment on this statement.
8. Answer **any four** questions : **4x5=20**
- (a) Mention any two characteristics of relators.
  - (b) What is the best way to deal with a thinker ?
  - (c) Give five postures suitable for key-boarding skills.
  - (d) Give at least four differences between teleconference and videoconference.
  - (e) What do you mean by "time-zone" ? Why are people more concerned about this in the USA ?
  - (f) What do you mean by 'day-light saving time' ?
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