

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

00425

Term-End Examination

December, 2012

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

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

All questions carry equal marks.

1. What are the functions and characteristics of Non-Verbal communication ? 20
2. In what way does teleconference differ from video conference ? How do you prepare for a teleconference with an American Multi-national company ? 20
3. What do you mean by 'On-line chat' ? Explain with examples how 'chat' is used as a powerful medium of communication in business ? 20
4. Compare the political system in the UK and America. How have these systems influenced the Indian political system ? 20
5. Explain with examples any five (5) typical American values. 20

6. Explain how the multi-cultural diversities in food, clothing, sports and music of the UK and the USA have influenced the way of life of Indians. 20
7. Answer *any two* questions : 2x10=20
- (a) Mention any two characteristics of directors and the ways to handle them.
 - (b) What are the differences between personal and professional phone calls ? Give examples.
 - (c) Which are the major countries that out-source work to India ? What are the challenges faced by Indian BPO industry because of cultural differences between these countries and India ?
 - (d) Compare and contrast the value systems in America and India.
8. Answer *any four* question : 4x5=20
- (a) Mention two situations where being aggressive is acceptable.
 - (b) List any four barriers to listening.
 - (c) How does creating folders help you ?
 - (d) Briefly write about your experience with any other culture.
 - (e) Explain the concept of 'melting pot' in terms of culture.
 - (f) 'Power dressing' is important in today's corporate world. What do you mean by this ? Why ?
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