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

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any five questions. All questions carry equal marks.*

1. Define 'Non - verbal Communication'. Explain any five functions of Non - verbal Communication with examples. **20**
2. Compare and contrast any five British values with Indian values. **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. "As global citizens we have to understand various cultural diversities." Explain how this statement is very true for a person working in a BPO or ITeS Sector. Give examples. **20**
5. What is meant by styles of communication ? Mention any two of these styles and the ways of dealing with them. **20**

6. Explain with examples any five (5) American values. 20

7. Answer **any two** questions : 2x10=20

- (a) Why do different cultures have different kinds of clothing and shelter patterns ?
- (b) How does documentation help ?
- (c) Mention any two characteristics of thinkers and ways to handle them.
- (d) List at least five "do's" and "don'ts" of e-mail etiquette.

8. Answer **any four** questions : 4x5=20

- (a) List any four barriers to listening.
 - (b) What is Globalization ?
 - (c) What is the right way to accept and present a Business Card ?
 - (d) Give two sample statements for call opening, call transfer and probing for issue.
 - (e) What do you mean by 'daylight saving time' ?
 - (f) Give five postures suitable for key-boarding skills.
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