

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

00461

Term-End Examination

December, 2016

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

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

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1. What is a teleconferencing ? How does it differ from video conferencing ? How would you prepare yourself for both these conferencings ? 20
 2. What do you mean by "Verbal Communication" ? Explain any five functions of Verbal Communication. 20
 3. What do you mean by "Culture" ? How are differences in value systems reflected in different Cultures ? Support your view with examples. 20
 4. How do climate and geography influence the cultural identity of a nation ? Compare the cultural identities of India and USA bringing out the Implications for BPO industry in India. 20

5. What is the purpose of presentation ? Explain with suitable examples how would you design an effective presentation. 20
6. What are the functions and characteristics of Non - Verbal Communication ? 20
7. Answer any two questions : · 2x10=20
- (a) Elaborate what do you mean by "office etiquette" and list any five of these.
 - (b) Mention any two characteristics of directors and the ways to handle them.
 - (c) Why do we say that the world is now a global village ?
 - (d) Describe British Political System.
8. Answer any four of the following questions : 4x5=20
- (a) Why is documentation important ?
 - (b) Give two sample statements for call opening, call transfer and probing.
 - (c) What is the right way to accept and present a Business Card ?
 - (d) Explain the concept of 'melting pot' in terms of culture.
 - (e) 'Power dressing' is important in today's corporate world. What do you mean by this ?
 - (f) "You should be very careful in using humor while chatting" - Why ?
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