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

Term-End Examination

June, 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 do you mean by "Effective Communication" ? Explain with examples four criteria to be satisfied for effective communication. 20
2. What is the purpose of presentation ? Explain with suitable examples how you design an effective presentation. 20
3. What is meant by 'e-mail etiquette' ? What are the aspects to be taken care of in Business e-mail writing ? Give examples. 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 do you mean by American and British English ? Give examples of how we as Indians can avoid miscommunication with American and British people ? 20
6. What do you mean by Global Business etiquette ? Explain any three aspects with examples. 20
7. Answer *any two* questions : 2x10=20
- (a) Mention any two characteristics of thinkers and ways to handle them ?
 - (b) Briefly explain with a flow chart call resolution pattern of in bound customer calls.
 - (c) Elaborate what you mean by 'office etiquette' and list any (5) five.
 - (d) Compare and contrast the value systems in Britain and India.
8. Answer *any four* questions : 4x5=20
- (a) What are the components of active listening ?
 - (b) Give two sample statements for call transfer and proofing.
 - (c) "You should be very careful in using humor while chatting" - Why ?
 - (d) How did the family system emerge ?
 - (e) What do you mean by 'privacy' - How do Indians accept this value concept ?
 - (f) What do you mean by 'time zone' ? Why is this a big concern in the US ?
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