

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

Term-End Examination

June, 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. What do you mean by office - etiquette ? List any ten things that we need to keep in mind about office etiquette. 20
2. What is a teleconference ? How does it differ from video conference ? How would you prepare for both these conferences ? 20
3. What is the purpose of presentation ? Explain with suitable examples how you design an effective presentation. 20
4. Explain with examples any five (5) American values. 20
5. Elaborate on any seven (7) types of listening. 20
6. What is communication ? Explain the barriers to communication with appropriate examples. 20

7. Answer **any two** questions : **2x10=20**
- (a) Mention the characteristics of relators, what they dislike and ways to handle them ?
 - (b) Mention four elements that form a part of culture.
 - (c) How does documentation help us ?
 - (d) Explain with a flow-chart, call resolution pattern of an out-bound customer call.
8. Answer **any four** questions : **4x5=20**
- (a) What do you mean by cultural barriers ?
 - (b) What is globalisation ?
 - (c) How does creating folders help you ?
 - (d) Compare and contrast the value systems in Britain and India.
 - (e) What is a SMART subject line ?
 - (f) Mention five non-verbal behaviours.
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