

00902

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

Term-End Examination

December, 2011

**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 is communication ? Explain the barriers to communication with appropriate examples. 20
2. How do you prepare for an effective presentation ? Give examples for what you think is the best way to begin and end the presentation. 20
3. What is a teleconference ? How does it differ from video conference ? How would you prepare for both these conference ? 20
4. Explain with examples any five (5) American values. 20

5. List two festivals celebrated typically in the USA 20
and two celebrated in the UK. Explain their
significance.
6. What do you understand by 'Cultural 20
Sensitization' ? Why is it important in BPO
sector ?
7. Answer *any two* question : 2x10=20
- (a) It is your brother's first day at work. What
dress code tips would you give him ?
 - (b) Describe the British Political system.
 - (c) Mention the Characteristics of thinkers,
what they dislike 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) What is SMART subject line ?
 - (b) What is meant by on-line chat and how
helpful is this in business ?
 - (c) List any four barriers to listening.
 - (d) What is Globalisation ?
 - (e) Why is documentation important ?
 - (f) Why do different cultures have different
food and clothing ?
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