

00262

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

Term-End Examination

June, 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 meant by styles of communication ? 20
Mention any two of these styles and the ways of dealing with them.
2. Elaborate on any seven (7) types of listening. 20
3. Explain at least eight points to be kept in mind to make a good impression on the audience. 20
Eg. setting up equipment.
4. What do you mean by office etiquette ? List any ten things that we need to keep in mind about office etiquette. 20
5. Explain with examples any five (5) British values. 20

6. What do you understand by 'Cultural Sensitization' ? Why should an Indian working with a BPO or other ITeS related sector understand these cultural differences ? Explain with examples. 20

7. Answer *any two* questions. 10x2=20

(a) Mention the characteristics of realtors, what they dislike and ways to handle them ?

(b) Why do we say that the world is now a global village ?

(c) Mention four elements that form a part of culture.

(d) Why do different cultures have different kinds of clothing and shelter patterns ? Give examples.

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

(a) Give at least four differences between teleconferencing and video conferencing.

(b) Give two sample statements for call opening, call transfer and probing for issue.

(c) Mention five non-verbal behaviours.

(d) What is globalisation ?

(e) How does documentation help ?

(f) What is the right way to accept and present a Business Card ?