BCSSI-003/004

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

00048 **Term-End Examination**
December, 2014

**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. Briefly describe the various barriers to
   communication. Also explain how you would
   overcome these barriers.   *20*

2. What do you mean by verbal communication.
   Explain any five functions of verbal
   communication.   *20*

3. How do you effectively deliver a business
   presentation ? Explain with examples what are
   the precautions to be taken before, during and
   after presentation.   *20*

4. Briefly explain the various diversities that exist in Indian culture. Does that make Indian culture unique ? If yes, explain how. *20*

5. Compare and contrast any five British values with Indian values. *20*

6. Compare and contrast the political system of USA with that of Britain and elucidate the implications for an Indian working in a BPO in India. *20*

7. Answer any *two* of the following questions : *2x10=20*

   (a) What is the difference between key-boarding and typing ? Give examples.

   (b) What do you mean by "Call opening" ? Give examples. As a CSR how would you give the customer a feeling that she has reached a helpful person ?

   (c) Mention any three phrases or idioms that are worded differently but have the same meaning in both American and British English.

   (d) "Diversity is the uniqueness of Indian culture." Give your comments on this statement.

8. Answer any *four* of the following questions :   *4×5=20*

(a) What do you mean by 'privacy' ? How is this value concept practised in India ?

(b) Mention any two characteristics of relators.

(c) What do you mean by "time zone" ? Why are people more concerned about this in the US ?

(d) What do you mean by "emotional barriers" ? Give examples.

(e) What is the best way to deal with a thinker ?

(f) Give two sample statements for call transfer.

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