

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

**Term-End Examination**

**June, 2013**

**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 'Culture' ? How are differences in value systems reflected in different cultures ? Support your view with examples. 20
2. How do climate and geography influence the cultural identity of a nation ? Compare the cultural identities of India and USA bringing out the implications for BPO industry in India. 20
3. Compare and contrast any five British values with Indian values. 20
4. Identify any five barriers to communication which you find difficult to overcome. Explain how you would overcome these barriers. Give examples. 20

5. What is the difference between teleconference and video conference ? How do you prepare for a teleconference ? Explain with examples. 20
6. What is 'On-line Chat' ? Explain the role of 'chat' as a powerful medium of communication in business. 20
7. Answer *any two* questions. **2x10=20**
- (a) What do you mean by 'non-verbal communication'? Briefly explain any two functions of non-verbal communication.
  - (b) Explain with a flow chart, call resolution pattern of an out-bound customer call.
  - (c) Mention any three phrases or idioms that are worded differently but have the same meaning in both American and British English.
  - (d) How does documentation help ?
8. Answer *any four* questions. **4x5=20**
- (a) What do you mean by 'emotional barriers' ? Give examples.
  - (b) Give two sample statements for call transfer and probing.

- (c) How does creating folders help you ?
  - (d) What is globalisation ?
  - (e) What do you mean by 'privacy' ? How is this value concept practiced in India ?
  - (f) What do you mean by 'Cultural barriers' ?
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