

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

Term-End Examination

June, 2014

**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 'Non-Verbal Communication' ? Explain any five functions of Non-Verbal Communication with examples. 20
2. What is the difference between teleconference and video conference ? How do you prepare for a teleconference ? Explain with details. 20
3. What is on-line chat ? Explain the role of 'chat' as a powerful medium of communication in business. 20
4. What do you mean by "Culture" ? How are differences in value systems reflected in different cultures ? Support your view with examples. 20

5. Compare and contrast any five American values with Indian values. 20
6. How do climate and geography influence the cultural identity of a nation ? Explain with examples from two different cultures. 20
7. Answer any **two** of the following questions : $2 \times 10 = 20$
- (a) Identify any two barriers to communication which you find difficult to overcome. Explain how you would overcome these barriers.
 - (b) Explain with a flow chart, call resolution pattern of outbound customer calls.
 - (c) Why do different cultures have different kinds of clothing and shelter patterns ?
 - (d) How does documentation help us ?
8. Answer any **four** of the following questions : $4 \times 5 = 20$
- (a) Give five postures suitable for key-boarding skills.
 - (b) What is globalisation ?
 - (c) What do you mean by 'daylight saving time' ?
 - (d) What do you mean by cultural barriers ?
 - (e) How does creating folders help you ?
 - (f) Give two sample statements for call transfer and probing.
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