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

Term-End Examination

June, 2016

**BCSSI-003 and 004 : (3) BUSINESS
COMMUNICATION AND (4) CULTURAL
SENSITISATION**

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. What is communication ? Explain the barriers to communication with appropriate examples. 20
2. Elaborate on any seven types of listening. 20
3. What do you mean by 'On-line chat' ? Explain with examples how 'chat' is used as powerful medium of communication in business ? 20
4. "As a global citizens we have to understand various cultural diversities". Explain how this statement is very true for a person working in a BPO or ITeS sector. Give examples ? 20
5. What is the difference between tele-conferencing and video-conferencing ? How do you prepare yourself for a tele-conferencing ? Explain with examples. 20

6. Compare and contrast any five American values with Indian values. 20
7. Answer any two of the following questions : $2 \times 10 = 20$
- (a) How does documentation help us ?
 - (b) Mention any three phrases or idioms that are worded differently but have the same meaning in both American and British English.
 - (c) Explain with a flow-chart call resolution pattern of outbound customer calls.
 - (d) Describe the British Political System briefly.
8. Answer any four of the following questions : $4 \times 5 = 20$
- (a) What is SMART subject line ?
 - (b) What is Globalisation ?
 - (c) What do you mean by cultural barriers ?
 - (d) What is the best way to deal with a thinker ?
 - (e) Give five postures suitable for key-boarding skills.
 - (f) Mention five non-verbal behaviours.
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