

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)  
**BCom DEGREE EXAMINATION DECEMBER 2017**  
(Sixth Semester)

Branch **BUSINESS PROCESS SERVICES**  
**CAMPUS TO CORPORATE TRANSITION**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks ( 1 0 x 2 = 20)

**Write short notes:**

- 1 What is meant by corporate?
- 2 State the benefits of BPS industry.
- 3 Explain Attitude.
- 4 What is purpose of salutation in email etiquette?
- 5 Explain Etiquette.
- 6 List out any four points that should not be done during meeting.
- 7 Why is phonetics important?
- 8 What are the four components of body of the letter?
- 9 What is voice intonation?
- 10 Give any two objectives of group discussion.

**SECTION - B 125 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks ( 5 x 5 = 25)

- 11 a Write a detailed note on benefits of BPS in India.  
OR  
b Briefly explain the overview of BPS in the world.
- 12 a Give the significance of language.  
OR  
b Explain the importance of body language.
- 13 a Enumerate the need for workplace etiquette.  
OR  
b Give the importance of time management.
- 14 a How to improve listening comprehension.  
OR  
b Enumerate the steps in developing reading comprehensive.
- 15 a What are the common mistakes made during presentation.  
OR  
b Explain the stages of interview.

**SECTION - C 130 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks ( 3 x 1 0 = 30)

- 16 Discuss the expectations of corporate towards a fresher.
- 17 Explain the need for maintaining internal and external relationship in corporate sector.
- 18 “Assertiveness is the truthful expression of feelings and wishes in positive manner”. Justify.
- 19 Explain the types of listening.
- 20 Detail on the elements of social conversation skills. What are the do’s and don’ts of conversation skills?