

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – COMMERCE (BUSINESS PROCESS SERVICE)

CAMPUS TO CORPORATE TRANSITION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 What are the factors which have an impact when deciding on a BPO destination?
(i) Reliable telecommunication infrastructure (ii) Cost of Labour
(iii) Strong Regulatory Framework (iv) All of the above
- 2 The relation between individual self-esteem and life satisfaction is ___ in independent cultures than it is in independent cultures.
(i) Higher (ii) Lower
(iii) More Stable (iv) The same
- 3 Thinking is essentially _____
(i) a Physical Phenomenon (ii) a Cognitive action
(iii) a Psychomotor Process (iv) an effective behavior
- 4 Find the correctly spelt word from the following?
(i) Crystllization (ii) Controvertial
(iii) Interogation (iv) Rehabilitation
- 5 Communication is a part of _____ skills
(i) Soft (ii) Hard
(iii) Rough (iv) Short

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Explain the term Corporate Culture.
OR
b State the current trend of BPO industry in India.
- 7 a Compare the terms attitude and behavior.
OR
b Explain body language.
- 8 a What is known as workplace etiquette?
OR
b List out interview skills.

Cont...

- 9 a State the principles of effective communication.
OR
b Mention the rules for good writing skills.
- 10 a Explain listening comprehension
OR
b Write a brief note on one act play.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Discuss the history of Corporate Sector in India.
OR
b Examine the overview of BPO.
- 12 a Explain the significance of Language.
OR
b State the importance of Lifelong Learning.
- 13 a Describe in detail the significance of Presentation Skills.
OR
b. Why Group Discussions play a vital role today in a Corporate?
- 14 a Examine the barriers of communication.
OR
b. State the importance of Written Communication.
- 15 a Explain Social communication skills.
OR
b Compare the formal and informal conversation skills