

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2023  
(Fourth Semester)

Branch – COMMERCE (BUSINESS PROCESS SERVICES)

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. Why it is important to outsource transactional work?
  - i) Because it adds Value to non-core activities
  - ii) Because it frees up management time
  - iii) Because it reduces transaction time
  - iv) Because it is repetitive , predictable and easily duplicated.
2. Body language can communicate \_\_\_\_\_.
  - i) Experience
  - ii) Estimation
  - iii) Expectations
  - iv) Deception
3. Which is a positive effect of email etiquette at work?
  - i) Improved reputation for yourself and your organization
  - ii) Lower salary
  - iii) Ability to type faster
  - iv) Negative interactions with others at work
4. Communication flows from a superior to a subordinate.
  - i) Upward
  - ii) Downward
  - iii) Diagonal
  - iv) Lateral
5. The presenter acts as the:
  - i) deliverer of the information
  - ii) medium of the information
  - iii) advocate of the information
  - iv) supporter of the information

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Importance of Corporate Culture  
OR  
b List the top BPO companies prevailing in the market.
- 7 a Why is it important to build internal and external relationships?  
OR  
b What is the impact of politeness in a corporate culture? Justify.
- 8 a Illustrate the types of Group Discussion.  
OR  
b What are the basic grooming skills essential for a corporate employees?
- 9 a What is the importance of non-verbal communication in business?  
OR  
b How do recitation of short stories help to develop the communication skill in corporate?

Cont...

- 10 a What to expect in a corporate interview?  
OR  
b Why are social conversation skills important?

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Report the analysis of recent development in BPO market.  
OR  
b Explain in brief the types of Corporate Culture.
- 12 a Define Change Management and state the critical steps in the change management Process.  
OR  
b Explain In Detail the Importance of Language in corporate communication.
- 13 a Enumerate the types of Listening skill.  
OR  
b What are the required team skills to manage all professional need.
- 14 a What is one on one communication skills? Why one-on-one conversations are important?  
OR  
b Define Phonetics and give its importance and its types.
- 15 a What is Conversation skill? List the Ways To Improve Conversational Skills in the Workplace.  
OR  
b Discuss the interview Preparatory skills for candidate to get success.

Z-Z-Z

END