

S.D.E.
M.B.A. (I.T.) Sem-I (2013 Course) : SUMMER - 2019
SUBJECT: IT ENABLED SERVICES

Day: Saturday
Date: 04/05/2019

S-2019-5150

Time: 10.00 AM TO 1.00 PM
Max. Marks: 70

N.B.:

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SAME** answer book.
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SECTION-I

- Q.1** What is Business Process Outsourcing (BPO)? Explain in detail the issues of Business Process Outsourcing. (10)
- Q.2** What is Customer Relationship Management (CRM)? Explain features of CRM in detail. (10)
- Q.3** Explain Business Process Delivery Model in detail. (10)
- Q.4** What is role of Information Technology (IT) in BPO? Explain with example. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Disaster Management
 - b) Critical Success Factor
 - c) Marketing Strategy

SECTION-II

- Q.6** Explain in detail transition planning and program management. (15)
- Q.7** Explain the role of IT enabled services in light of the new trends in HR. (15)
- Q.8** A credit card industry wants to outsource its various processes. What are the precautions required for maintaining the secrecy of customer data? Explain in detail. (15)

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