

S.D.E.

M.B.A. (I.T.) SEM-I (2013 COURSE) : SUMMER - 2018

SUBJECT : IT ENABLED SERVICES

Day : **Wednesday**
Date : **30/05/2018**

S-2018-4513

Time : **10.00 A.M. TO 1.00 P.M.**
Max. Marks : 70

N.B.:

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

SECTION – I

- Q.1** Explain in detail transition Planning and Program Management. [10]
- Q.2** Explain the role of IT enabled services in light of the new trends in HR. [10]
- Q.3** Explain any five critical success factors for BPO operations. [10]
- Q.4** Explain vendor evaluation and selection process in detail. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Telemarketing
 - b) Out bound call center
 - c) Credit card

SECTION – II

- Q.6** Explain the importance of CRM to retail industry. What are the steps involved in CRM vendor selection? [15]
- Q.7** Design and explain BPO delivery model for health care sector. [15]
- Q.8** What is Supply Chain Management? Explain SCM in any manufacturing industry. [15]

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