

**B.TECH SEM – VIII (2007 COURSE) (INF. TECH.) :  
WINTER - 2017**

**SUBJECT : INFORMATION TECHNOLOGY ENABLED SERVICES**

Day : **Thursday**  
Date : **23/11/2017**

**W-2017-2689**

Time **02.30 PM TO 05.30 PM**  
Max. Marks : 80

**N. B. :**

- 1) **Q. No. 1 and Q. No. 5 are COMPULSORY.** Out of remaining questions attempt **ANY TWO** questions from each section.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the section should be written in **SEPARATE** answer books.
- 4) Assume suitable data, if necessary.

**SECTION - I**

- Q. 1** a) What do you mean by Information Technology Enabled Services (ITES)? List objectives of ITES. **(05)**  
b) How Help Desk services plays role in Business development. **(05)**  
c) What is regression testing? Give example. **(04)**
- Q. 2** a) How ITES helps companies to manage data from data capturing to getting data into data warehouse. **(07)**  
b) Which different services are outsourced under Health Care? List benefits. **(06)**
- Q. 3** a) How financial services help to maintain financial status of the company. **(07)**  
b) What is the need of ITS software? In what applications it is useful? **(06)**
- Q. 4** a) Explain the terms VoIP and Windows over the Web. **(07)**  
b) Explain Customizable Queue with respect to Automatic Call Distribution (ACD). **(06)**

**SECTION - II**

- Q. 5** a) How measuring and analyzing customer satisfaction is performed? Explain with examples. **(05)**  
b) Is software testing is Core Business Process or Non Core Business Process? Explain in detail. **(05)**  
c) Write short notes on Web promotion and E-publishing. **(04)**
- Q. 6** a) Explain tangible and intangible benefits of using an ERP system for an organization. **(07)**  
b) Compare and contrast Inbound and Outbound call centre services. **(06)**
- Q. 7** a) Discuss the significance of e-CRM, Computer Telephony Integration (CTI). **(07)**  
b) Organizations can setup global presence with the help of Web based business model. Comment on this. **(06)**
- Q. 8** a) How outbound call centre services can be used for business development and growth. **(07)**  
b) Explain various ways a company can use to reach out to customers for getting feedback and suggestions on its services. **(06)**

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