Series SMA

Code No. 234

Candidates must write the Code on the title page of the answer-book.

Roll No. | | | | | | | |

- Please check that this question paper contains **3** printed pages.
- Code number given on the right hand side of the question paper should be written on the title page of the answer-book by the candidate.
- Please check that this question paper contains **23** questions.
- **Please write down the Serial Number of the question before attempting it.**
- 15 minutes time has been allotted to read this question paper. The question paper will be distributed at 10.15 a.m. From 10.15 a.m. to 10.30 a.m., the students will read the question paper only and will not write any answer on the answer-book during this period.

BUSINESS PROCESS OUTSOURCING SKILLS

Time allowed : 3 hours *Maximum Marks : 60*

Instructions :

(i) *All questions are compulsory.*

(ii) *Marks for questions are indicated against each.*

(iii) *Part A – Questions No. 1 – 5 are Very Short Answer Questions carrying 1 mark each. They are required to be answered in one sentence each.*

(iv) *Part B – Questions No. 6 – 10 are Short Answer Questions carrying 2 marks each. Answer to them should not exceed 60 words each.*

(v) *Part C – Questions No. 11 – 20 are Short Answer Questions carrying 3 marks each. Answer to them should not exceed 70 words each.*

(vi) *Part D – Questions No. 21 – 23 are Long Answer Questions carrying 5 marks each. Answer to them should not exceed 100 words each.*

PART A

1.	What is exception handling ?	*1*
2.	What technology is used in imaging ?	*1*
3.	What are the 4Ps of customer expectations ?	*1*
4.	What does C.R.M. stand for ?	*1*
5.	What is process Ramp-down ?	*1*

PART B

6.	What is neutral accent ?	*2*
7.	What is the importance of documentation in BPO ?	*2*
8.	What is E-learning ? How is it different from correspondence course ?	*2*
9.	What are the methods used in taking feedback from customers ?	*2*
10.	Define the terms : Quality and Metrics.	*2*

PART C

11.	What kind of services are provided by BPO industry ?	*3*
12.	Explain high volume data requiring processing.	*3*
13.	Explain the systems in the human body that help in production of speech sounds.	*3*
14.	What steps will you take to create an effective training plan ?	*3*
15.	Explain the importance of acquiring good communication skills. What tips will you give to your friend for improving his communication skills ?	*3*
16.	Explain the concept of business continuity/disaster recovery.	*3*

17. Explain the importance of change management. What steps will you take to introduce changes you deem fit in the interest of the organization ? *3*

18. You are in-charge of implementing OJT in your company. What steps will you take to effectively implement an OJT program ? *3*

19. Explain 'Process Migration' in BPO industry. *3*

20. What is the purpose of pilot testing ? Explain with examples. *3*

PART D

21. What is the future of BPO industry in India ? *5*

22. Explain the concept and importance of time zones in the BPO industry. How many standard time zones are used in United States ? *5*

23. What do you understand by designing a process improvement plan ? Explain the principles you will follow to design a process improvement in the BPO industry. *5*