



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF COMPUTING AND INFORMATION TECHNOLOGY

DEPARTMENT OF INFORMATION TECHNOLOGY

UNIVERSITY ORDINARY EXAMINATION

2018/2019 ACADEMIC YEAR

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR DIPLOMA IN
INFORMATION TECHNOLOGY**

SIT 054 – BUSINESS PROCESSING OUTSOURCING

DURATION: 2 HOURS

DATE: 18/4/2019

TIME: 9-11 A.M.

Instructions to candidates:

1. Answer question One and Any Other Two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Define the following terms in relation to business process outsourcing. (4 marks)
- i. Digital economy
 - ii. Customer service
 - iii. Call center
 - iv. Offshore outsourcing
- b) Differentiate between vertical and horizontal BPO services. (4 marks).
- c) Explain three advantages of telecommuting as used call centres services. (6 marks)
- d) Describe the BPO future trends in Africa. (5 marks)
- e) Explain three reasons why you think KPO is gaining popularity in Africa. (3 marks)
- f) Cloud computing is one of the technologies adopted by BPO industries to outsource information technology services to Tigo telecommunication services company in Rwanda
- i. Explain any Four advantages to the telecommunication company, for outsourcing IT services. (4 marks)
 - ii. Highlight any four disadvantages to the telecommunication company, for outsourcing IT services. (4 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Highlight any Four characteristics of a good customer service. (4 marks)
- b) Explain the role of Computer Telephony Integration (CTI) software in call centre. (4 marks)
- c) Describe any four advantages that a company gains by outsourcing its business services. (8 marks)
- d) State any four benefits of digital city in Kenya. (4 marks)

QUESTION THREE (20 MARKS)

- a) Describe the role of information technology in customer relationship management giving two examples. (6 marks)
- b) You are a team leader in a BPO company and you are required to implement a new process. Explain any four change management strategies that you can use to implement the new process. (8 marks)
- c) Explain the two options of a call centre other than telecommunicating. (4 marks)

- d) Highlight any two communication strategies that can be implemented by BPO Company. (2 marks)

QUESTION FOUR (20 MARKS)

- a) State any four types of BPO contracts. (4 marks)
- b) Describe any four risks that a company can be exposed to by outsourcing its business processes. (8 marks)
- c) A BPO company is planning to set up a call centre. Discuss any four factors that should be considered when setting up a call centre. (8 marks)