MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF COMPUTING AND INFORMATION TECHNOLOGY

DEPARTMENT OF INFORMATION TECHNOLOGY

UNIVERSITY ORDINARY EXAMINATION

2020/2021 ACADEMIC YEAR

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

SIT 054– BUSINESS PROCESS OUTSOURCING

DURATION: 2 HOURS

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 as used in Business process outsourcing;
   - (i)   Business process outsourcing
   - (ii)   Digital Economy
   - (iii)   Scams
   - (iv)   Customer relationship management.
   - (v)   Service Providers.   (5marks)
b) Explain the three types of outsources.   (6marks)
c) Elucidate the three types of case control outsourcing.   (6marks)
d) Outline five ways in which cultural difference can affect business process outsourcing
                                                                        (5marks)
e) Highlight the benefits of customer services outsourcing.   (4marks)
f) Outline how Artificial intelligence has impacted on BPO   (4marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

a) Salesforce is the world's number one CRM provider with a clarity of CRM technologies that customers can choose from. Discuss three of the CRM technologies provided by salesforce.
                                                                        (6marks)
b) John operates a startup that offers networking services, he wants to outsource a contract to do electrical installations in his business promises. He is confused on whether to go for the fixed price model or time and material model. As a BPO expert advice John on the best model clearly explaining the circumstances that you considered when selecting that model.   (10marks)
c) Differentiate between knowledge process outsourcing and BPO.   (4marks)

QUESTION THREE (20 MARKS)

a) Advertising is the most outsourced business communication services, discuss ways in which business outsource advertisement.   (10marks)
b) Describe the roles of government in business process outsourcing.   (10marks)

QUESTION FOUR (20 MARKS)

a) Digital cities are becoming very popular nowadays, explain at least five elements that constitute a digital city.   (10marks)
b) Highlight factors that one should consider when choosing a service provider in BPO
                                                                        (4marks)
c) Discuss the three types of cloud computing with respect to B.P.O   (6marks)