

S.No. 1331

12UBAS03

(For the candidates admitted from 2012–2013 onwards)

B.B.A. DEGREE EXAMINATION, APRIL/MAY 2018.

Third Semester

BUSINESS PROCESS OUTSOURCING

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Expand BPO.
2. Define outsourcing.
3. What do you mean by tele marketing?
4. State any two types of training provided in call centers.
5. Who is a team player?
6. Define stress management.
7. What is a numerical aptitude test?

8. State any two advantages of telephonic interview.
9. What is physical fitness?
10. What is personality development?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What are the challenges for in sourcing?

Or

- (b) Describe the importance of BPO.

12. (a) What are the functions of call centres?

Or

- (b) What are the advantages of tele marketing?

13. (a) How to please your customers?

Or

- (b) How to improve call centre employee efficiency?

14. (a) What are the do's at telephonic interview?

Or

- (b) What are the types of stress?

15. (a) What are the qualities of a pleasing personality?

Or

- (b) Bring out the importance of professional dress in the work place.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain in detail about different types of BPO services.
17. Describe the various training provided in BPO industry.
18. Elaborate the coping strategies for stress.
19. Explain in detail about various types of test.
20. What are the benefits of physical fitness? Explain.