

MAY 2012

P/ID 77555/PMBP3

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of Eight questions.

1. Give a brief note on process refinement.
2. Explain with an example the activity diagram and its role in process mapping.
3. Define contract. Explain in brief various components of a contract.
4. Give brief note on the need of BPO.
5. Give a note on the trends in off-sharing business.
6. Define Business process improvement and explain the process involved.
7. What are the issues associated with information privacy and security in outsourcing the business process?
8. Explain the challenges faced by the outsourcing industry with regard to the human resources.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of Eight questions.

9. Define root cause analysis. Elaborate in detail the process of root cause analysis used in refining the process.
10. Enumerate the role of information technology in BPR.
11. Explain in detail the risk involved in BPO and the ways to manage the risk.
12. What is performance measurement system? Elaborate on the different types of system that are available to measure the performance.
13. Explain in detail the challenges and risk associated with off shoring business.
14. “Business process re-engineering less considered tool by Indian industry”-Discuss.
15. Indian condition are favouring outsourcing and off shoring business for other countries-Explain.
16. Explain the steps and care needed to be taken in managing vendor relationship.

PART C — (1 × 20 = 20 marks)

(Compulsory Question)

17. Rural BPO in India.

India has attained the status of being one of the preferred destination for outsourcing operations from western countries due to the presence of low cost, skilled labour and appropriate infrastructure.

As the number of BPO and ITES service providers have increased in major cities, competition for quality manpower is getting intense. This has resulted in high attrition, frequent poaching, increased training and recruitment cost.

Given this situation some companies have started operations in small towns and even villages. This is expected to result in the development of rural economy. But rural areas are dogged by several problems such as under developed infrastructure, lack of basic amenities and skilled workers.

Questions :

- (a) Analyse the situation and recommend the suitable location for BPO is rural and urban.
- (b) Give a road map to make the rural BPO successful against the challenges.