

School of Business

**Integrated Bachelor of Business Administration - Master of Business Administration
Semester End Examination - Aug 2024**

**Duration : 180 Minutes
Max Marks : 100**

Sem IX - MBIB6005 - Global Outsourcing*General Instructions*

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) How can digital marketing channels be utilized to promote outsourcing services? K1(2)
- 2) Explain the primary services that an outsourcing business can offer to clients? K2(4)
- 3) Compare and contrast the phases of Global Outsourcing. K2(6)
- 4) Plan how can an outsourcing business adjust its pricing strategy based on varying client requirements and project complexities? K3(9)
- 5) Construct an examples of projects or tasks that are better suited for in-house handling rather than outsourcing. K3(9)
- 6) Determine some of the latest trends and emerging opportunities in the outsourcing industry? K5(10)
- 7) Analyze the potential long-term implications of global outsourcing on the workforce and job market of the home country. K4(12)
- 8) Evaluate the impact of global outsourcing on a company's cost structure, considering direct and indirect expenses, and analyze how it affects overall financial performance. K5(15)
- 9) Determine how can global outsourcing help us leverage specialized skills and expertise that may not be readily available within our organization? K5(15)
- 10) Design a decision-making framework for a company to evaluate whether to outsource tasks globally or keep them in-house, incorporating factors such as core competencies, customer impact, and long-term strategy. K6(18)