

Outcome 1 – Practice Exam B – Sample Answers

- **Question 1**

- A cheap way to add workers
- Give support right away
- Helps full time workers with their jobs.

- **Question 2**

- No need to pay employee benefits
- Less than 40 hours per week.

- **Question 3**

- According to paragraph 2, “Can Provide Immediate Support:”, since small business owners are so busy, outsourcing customer service gets the customer what they need right away with less stress for the owner and customer.

- **Question 4**

- A customer service agent who does not understand the problem or have the ability to fix it.

- **Question 5**

- In order to ensure successful, outsourced customer service, the author states that a company should make sure the customer service agent is knowledgeable, well trained and has tools such as a “script for basic inquiries”.

- **Question 6**

- No matter what a company does, a customer service agent will not be perfect; however, with good communication the agent can be successful.

- **Question 7**

- The writer’s purpose is to evaluate the advantages and disadvantages of “outsourcing customer service”. The writer also gives us information about how outsourcing can “benefit your business”.
- The author examines 3 Pros and 3 Cons to outsourcing.
- For each of the three “Cons” to outsourcing, the author gives a strategy for overcoming the disadvantage.

- **Question 8**

- The article is intended for owners of a small business that services customers.
- Multiple times the author addresses “small business owners”.
- In describing the Cons the author talks about how the customers’ bad experience can effect the owner’s business.

On the next page you will find the answer to **Question 9**. The total word count should be **200 to 300 words**.

In Question 9 you should use **examples and evidence** from the article to support your ideas. Make sure to use **your own words**. You can quote and paraphrase as needed.

- **Question 9**

- Success—the article was successful. It presented both sides of the debate with practical examples. The author not only gave the advantages and disadvantages, but also stated some specific solutions for the disadvantages such as: training, tools and communication.
- Relevance - The article came from the internet and seems to be current and relevant since it uses a technology company as the context for its examples.
- Style – The author used a conversational style to make the reading very easy to follow. This was demonstrated by the use of second person (you / your) to refer to the reader.
- Word Choice – The author used language that was professional but was easy to understand. Even idioms like “a million and one” were used to make the language familiar and easy to understand.
- Structure— the structure of the article made it very easy for the reader to understand its content. The article presented the “pros” and then the “cons” just as the title suggested.
 - Different subheadings were used to separate the pros from the cons as well as identify specific examples for each.
 - The article was balanced in its presentation by first identifying the pro or con and then stating its benefit or how to overcome its disadvantage.
- Presentation — The margins and spacing between the subheadings all made the article easier to read and helped the reader follow the flow of the presentation.
 - The bold type on the subheadings made them stand out to the reader.
 - Perhaps some statistics in paragraph 1 related to the amount of money saved by outsourcing would have been helpful.

Note: 260 words.