

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA Winter 2018 - 19 Examination**

**Semester: 3**  
**Subject Code: 06205202**  
**Subject Name: Business Process Re-engineering**

**Date: 30/10/2018**  
**Time: 2.00 pm to 4.30 pm**  
**Total Marks: 60**

**Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as Directed.****A).Multiple choice type questions/Fill in the blanks. (Each of 1 mark)****(05)**

1. Full form of TQM in terms of business process re-engineering
  - a) Total Quality Maintenance
  - b) . Title Quality Management
  - c) Total Quality Management
  - d) None of Above
- 2 Full form of QFD in terms of business process re-engineering
  - a) Quality Function Definition
  - b) Quality Function Deployment
  - c) Quality Function Department
  - d) None of Above
- 3 Full form of ISO in field of quality management
  1. 2. a) International Social Organization
  3. c) . International Standardization
  4. Organization
  5. 6. b) Indian Standardization
  7. d) None of Above
- 4 What would be a good reason for a company to decide to do Business Process Re-engineering?
  - a) To quickly get cash to overcome an immediate problem
  - b) To radically improve its productivity in the long term
  - c) To squeeze the last ounce of efficiency possible out of the company
  - d) To give managers more control over employees
- 5 What is the most important use of computers and information technology in a reengineered company?
  - a) To replace as many people as possible
  - b) To give managers more information about employee performance
  - c) . To get information on competitors' products and production methods
  - d) To improve internal communications and reduce the problems imposed by physical

**B).Define the following. (Each of 1 mark)****(05)**

1. ERP
2. BPR
3. TQM
4. QFD
5. ISO

**C).Direct questions. (Each of 1 mark)****(05)**

1. Give one reason why BPR is so popular now?
2. Give one problem associated with re-engineering
3. What type of management structure is needed for the new style reengineered company?
4. How do executives maintain positive relationships with people during re-engineering?

5. Give name of famous Total Quality Management thinker who created 14 principles for management and promoted PDCA approach (Plan, Do, Check, Act).

**Q.2** Answer the following questions.

**A).** Describe benefits of BPR ideology

**(07)**

**B).** Explain BPR tools and techniques.

**(08)**

**Q.3** Answer the following questions.

**A).** Explain role of Information Technology in Business Process Reengineering

**(07)**

**B).** Explain different phases of BPR

**(08)**

**Q.4** Attempt any two questions. **(Each of 7.5 mark)**

**(15)**

1. Explain reasons for implementation of BPR

2. Explain reasons for BPR project failure and their mitigation steps

3. Explain Lean Manufacturing and Environment

4. Explain Change management in BPR