

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA, Winter 2017 - 18 Examination**

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

**Date: 02/01/2018**  
**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.****(05)**

1. Which one is not part of Lewin's (1952) three step approach to change?
 

a) Changing behavior	c) Freezing
b) Initiating change	d) Unfreezing
2. What is the term for a radical rethinking of the nature of the business?
 

a) Transformational change	c) strategic maneuver
b) Revolutionary change	d) Paradigm shift
3. What is IS?
 

a) Intelligent strategy	c) International sales
b) Internal Service	d) Information systems
4. Which of the following is not an example of business process?
 

a) designing a new product	c) purchasing services
b) hiring an employee	d) testing software
5. Following is not a key target Business Re-engineering Process
 

a) Customer Friendliness	c) Efficiency
b) Effectiveness	d) Downsizing

**B). Define the following.****(05)**

1. Lean Manufacturing
2. QFD
3. E-commerce
4. Business Process Reengineering
5. Business Process Redesign

**C). Direct questions.****(05)**

1. States the roles on change process according to Conner (1992).
2. State the principles overcoming resistance to change according to Hammer and Stanton.
3. Draw reengineering structure diagram.
4. What is difference between 'efficient organization' and an 'effective organization'?
5. State the common features of BPR & TQM.

**Q.2 Answer the following questions.****A). Write briefly about the environmental impacts linked with manufacturing waste.****(07)****B). What is ERP? State the reasons of failure of ERP implementation.****(08)****Q.3 Answer the following questions.****A). Explain the different methodologies used in BPR implementation. Also compare these methodologies.****(07)****B). Explain the role of IT in reengineering.****(08)****Q.4 Attempt any two questions.****(15)**

1. Explain the various steps of business process reengineering.
2. Discuss in detail the areas generating barriers to BPR.
3. Describe the three phases of Lewin's model of change process.
4. Explain in brief BPR success factors.