

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION – SUMMER • 2015

Subject Code: 840401

Date: 05-05-2015

Subject Name: Business Process Reengineering (BPR)

Time: 10.30 am - 01.30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a)** What do you mean by Business Process? Explain the benefits of BPR. **07**
- (b)** Write down seven 'principles of reengineering'. **07**
- Q.2 (a)** Explain the features of ERP. **07**
- (b)** Define TQM. Compare BPR & TQM. **07**
- OR**
- (b)** Write short note on ISO standards. **07**
- Q.3 (a)** Explain the BPR methodology given by Davenport & Short. Also, list down the different phases of BPR. **07**
- (b)** What are the critical success factors of BPR? **07**
- OR**
- Q.3 (a)** Explain briefly the BPR implementation barriers **07**
- (b)** Discuss the various reasons for BPR project failure and success. **07**
- Q.4 (a)** Explain Agile manufacturing & Intelligent manufacturing. **07**
- (b)** Discuss the role of IT in Reengineering. **07**
- OR**
- Q.4 (a)** What are the differences between BPR and Continuous Improvement? Why BPR is required before ERP implementation? **07**
- (b)** Discuss the eight steps for successful implementation of ERP. **07**
- Q.5 (a)** Explain the four distinct roles in a change process given by Conner. **07**
- (b)** Discuss in brief the seven-step approach to change management in BPR. **07**
- OR**
- Q.5 (a)** Write a short note on "Culture and Change". **07**
- (b)** Explain the nature of Change. **07**
