

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

M. B. A. Sem - IV Examination May- 2011

Subject code: 840401

Subject Name: Business Process Reengineering

Date: 21/05/2011

Time: 02.30 pm – 05.30 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) Define Business Process Reengineering. What is the need for reengineering? **07**  
(b) Write down seven 'principles of reengineering'. **07**
- Q.2** (a) Explain the features of ERP. **07**  
(b) Define Quality Function Deployment (QFD) and state its characteristic features. **07**
- OR**
- (b) Compare BPR and ISO 9000. **07**
- Q.3** (a) Discuss 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) What are the necessary attributes of BPR methodology? Explain the characteristics of BPR team. **07**
- Q.4** (a) Discuss in brief, Just-In-Time (JIT). **07**  
(b) Explain BPR tools and techniques in detail. **07**
- OR**
- Q.4** (a) What are the differences between BPR and Continuous Improvement? Why BPR is required before ERP implementation? **07**  
(b) Explain Collaborative manufacturing. **07**
- Q.5** (a) Describe the three phases of Lewin's model of change process. **07**  
(b) Discuss in brief the seven-step approach to change management in BPR. **07**
- OR**
- Q.5** (a) What are the roles of (a) sponsors, (b) agents & (c) advocates in the change management process? **07**  
(b) Explain the nature of change. **07**

\*\*\*\*\*