

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**
