

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

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

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 3 – • EXAMINATION – WINTER 2016**

**Subject Code: 2830403****Date: 05/01/2017****Subject Name: Business Process Reengineering (BPR)****Time: 02.30 PM TO 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)** Answer the following MCQs.**06**

What is BPR?

1

- |   |   |   |   |
|---|---|---|---|
| A | A customer's perception of a customer-focused business that offers the best value.  | B | Organizational operations and development.      |
| C | A fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in cost, quality, speed and service. | D | A customer's perception that uses the Internet. |

Six Sigma is a managerial approach designed to create processes resulting in at most \_\_\_\_\_

2.

- |   |                          |   |                         |
|---|--------------------------|---|-------------------------|
| A | 3.4 defects per million  | B | 340 defects per million |
| C | 34 defects out of 10,000 | D | 34 defects per 100,000  |

Which of the following isn't part of ERP implementation?

3.

- |   |                        |   |                |
|---|------------------------|---|----------------|
| A | Vendor representatives | B | Employees team |
| C | Customer               | D | Consultants    |

Which of the following isn't benefit of an ERP system?

4.

- |   |                          |   |                              |
|---|--------------------------|---|------------------------------|
| A | Information integration  | B | Better customer satisfaction |
| C | Use of latest technology | D | Program management           |

ERP stands for \_\_\_\_\_

5.

- |   |                                   |   |                              |
|---|-----------------------------------|---|------------------------------|
| A | Enterprise Requirement Planning   | B | Enterprise Resource Planning |
| C | Enterprise Reengineering Planning | D | None of this                 |

Kaizen describes \_\_\_\_\_

6.

- |   |                        |   |                        |
|---|------------------------|---|------------------------|
| A | None of this           | B | Both c & d             |
| C | Continuous improvement | D | Continuous degradation |

- Q.1 b** Define: **04**  
1. Business Process Reengineering 2. ERP  
3. Project 4. Six-sigma
- Q.1 c** Briefly Explain the need of Reengineering. **04**
- Q.2 a** Differentiate between BPR and Enterprise Resources Planning (ERP). **07**  
**b** Write a detailed note on Business Process Reengineering **07**
- OR**
- b** Explain six-sigma with example. **07**
- Q.3 a** Explain some major characteristics of ERP and enlist the reasons for failure of ERP implementation. **07**  
**b** Give the reasons for not applying reengineering in the organization. **07**
- OR**
- Q.3 a** Write a short note on TPM (Total Productive Maintenance) and Kaizen. **07**  
**b** Explain the Just-in-Time (JIT) production. **07**
- Q.4 a** Explain the reason for BPR project success and failure **07**  
**b** Elaborate the contribution of information technology in BPR. **07**
- OR**
- Q.4 a** Explain ISO standards and TQM in detail **07**  
**b** Enlist and explain the principles of reengineering. **07**
- Q.5** Explain the risks associated with Business process reengineering projects in context with retail industry. **14**
- OR**
- Q.5** Explain the relationship between the various phases of BPR by giving suitable example. **14**

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