

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**
