

**GUJARAT TECHNOLOGICAL UNIVERSITY****M.B.A -IV<sup>th</sup> SEMESTER-EXAMINATION – MAY- 2012****Subject code: 840401****Date: 19/05/2012****Subject Name: Business Process Re-engineering (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) List down the key targets of BPR. Which are the myths about BPR created by the popular literature? **07**

- Q.2** (a) Define TQM. Compare BPR & TQM. **07**  
 (b) What is ERP? Discuss the evolution of ERP. **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) Discuss the Hammer / Champy Methodology for BPR implementation. **07**

**OR**

- Q.3** (a) Explain the areas generating barriers to BPR implementation. Define Type A & Type B resistance. **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) Discuss the eight steps for successful implementation of ERP. **07**  
 (b) What are the differences between BPR and Process simplification? Why BPR is required before ERP implementation? **07**

- Q.5** (a) Explain the four distinct roles in a change process given by Conner. **07**  
 (b) How Quality Circles concept can be implemented for reducing resistance to change in BPR implementation in an organization? **07**

**OR**

- Q.5** (a) Write a short note on “Culture and Change”. **07**  
 (b) Describe the Lewin’s model of change process. **07**

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