Seat No.: Enrolment No

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

-		ode: 2830403	Date: 05/01/2017		
Time: Instruct	02.30 tions: 1. A 2. M	ame: Business Process Reeng 0 PM TO 05.30 PM ttempt all questions. Take suitable assumptions wherever in the graph of the right indicate full mark	necessary.	Total Marks:	70
Q.1(a)	Ans	swer the following MCQs.			06
1	Wh	nat is BPR?			
	A	A customer's perception of a customer-focused business that offers the best value.		Organizational operations and development.	
	С	A fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in cost, quality, speed and service.	f 2	A customer's perception that uses the Internet.	
	Six	Sigma is a managerial appr	roach de	esigned to create processes	
2.	A	3.4 defects per million	В	1	
		34 defects out of 10,000 aich of the following isn't part	D of FRP i	r	
3.	A C	Vendor representatives Customer aich of the following isn't bene	B D	Employees team Consultants	
4.		Information integration		Better customer satisfaction	
	C ER	Use of latest technology P stands for	D	Program management	
5.	A	Enterprise Requirement Planning	В	Enterprise Resource Planning	
	C	Enterprise Reengineering Planning	D	None of this	
	Kai	zen describes			
6.	A	None of this Continuous improvement	B	Both c & d Continuous degradation	
		· CHILLIAN CONTRACTOR CONTRACTOR		t ammana aearaaana	

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