Seat No.:	Enrolment No.	
Scat No	Emoment No.	

GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A.- SEMESTER – III • EXAMINATION – WINTER 2012

Subj	ect (code: 2830403 Date: 26-12-2	012
Subj	ect l	Name: Business Process Reengineering (BPR)	
		0:30 pm – 01:30 pm Total Marks	: 70
Instr	uct	ions:	
	2.	Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
Q.1	(a)	Improvement Model?	07
	(b)	Discuss the different phases of Business Process Reengineering briefly?	07
Q.2	(a)	Explain the Role of Information Technology in Business Process Reengineering?	07
	(b)	Define the Business Process Reengineering and explain the Reason for Implementation of Business Process Reengineering? OR	07
	(b)	Discuss the Business Process Reengineering Tools and Techniques?	07
Q.3	(a)	Differentiate between Process Reengineering and Continuous Improvement?	07
	(b)	Explain the Breakthrough Reengineering Model briefly?	07
Q.3	(a)	e e	07
	(b)	projects? Describe the five step approach to Business Process Reengineering in detail?	07
Q.4	(a) (b)	Explain the steps in Lean manufacturing implementation in brief? Discuss in detail the areas generating the barriers to Business Process Reengineering?	07 07
		OR	
Q.4	(a)	State and explain the common pitfalls in Business Process Reengineering?	07
	(b)	Give illustration of the inter-organizational process, inter-functional process, and interpersonal process?	07
Q.5	(a)	Draw a diagram showing the Marketing and Sales function and discuss the function in detail?	07
	(b)		07
Q.5	(a) (b)	•	07 07
