

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

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

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA Semester –III Examination Dec. - 2011**

**Subject code: 2830403**

**Date: 17/12/2011**

**Subject Name: Business Process Reengineering**

**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** What is Business Process Re-engineering (BPR)? How do you think BPR is useful for an organization to meet the Technological competitiveness with other countries? **14**
- Q.2** (a) Explain the various Tools and Technologies that aid BPR. **07**  
(b) Explain the Breakthrough Reengineering Model. **07**  
**OR**  
(b) What are the various myths that are related to BPR? **07**
- Q.3** (a) Define with suitable examples **07**  
i) Collaborative manufacturing  
ii) Intelligent manufacturing  
(b) What are the various steps involved in selecting the right ERP package? **07**  
**OR**
- Q.3** (a) Briefly explain the various phases in the BPR implementation. **07**  
(b) Explain the term “Barrier Management” **07**
- Q.4** (a) What are the steps involved in lean manufacturing implementation? **07**  
(b) What is the relationship between business, IT and implementation of IT? **07**  
**OR**
- Q.4** (a) Explain the BPR model with suitable diagram. **07**  
(b) Enlist the reasons for BPR project failure and success. **07**
- Q.5** (a) Briefly explain any two of the BPR methodology. **07**  
(b) What are the threads of BPR in various phases? Explain with suitable diagram. **07**  
**OR**
- Q.5** (a) What is the impact of BPR on organization performance? **07**  
(b) Explain the term “Performance Improvement”. **07**

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