

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A.- SEMESTER – III • EXAMINATION – WINTER 2012****Subject code: 2830403****Date: 26-12-2012****Subject Name: Business Process Reengineering (BPR)****Time: 10:30 pm – 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) Define business Process Redesign and discuss the continuous Process 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? **07**

OR

(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**

OR

Q.3 (a) Discuss the risks associated with Business Process Reengineering projects? **07**

(b) Describe the five step approach to Business Process Reengineering in detail? **07**

Q.4 (a) Explain the steps in Lean manufacturing implementation in brief? **07**

(b) Discuss in detail the areas generating the barriers to Business Process Reengineering? **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) State and Explain the eight patterns in Organizational change process? **07**

OR

Q.5 (a) What Enterprise Resource Planning can do for the business system? **07**

(b) Describe the Management of Change in Business Process Reengineering? **07**
