

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-III • EXAMINATION – WINTER 2013**

**Subject Code: 2830403****Date: 21-12-2013****Subject Name: Business Process Reengineering (BPR)****Time: 14:30 pm – 17:30 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) Explain the various organizational components that need to be managed **07**  
 (b) What is Business Process Reengineering? How will you carryout BPR **07**  
 to an organization? Explain with an example.

- Q.2** (a) What are the drawbacks of the traditional information systems? **07**  
 (b) Explain the various technologies that aid the BPR **07**

**OR**

- (b) Why do you think managers would like to be able to predict the **07**  
 behaviors of people in organizations?

- Q.3** (a) How does BPR different from other management techniques? How **07**  
 BPR is connected to packaged software?  
 (b) What is Electronic Data Interchange (EDI)? Explain EDI with suitable **07**  
 example

**OR**

- Q.3** (a) Compare Intranet, Internet and Extranet. **07**  
 (b) What are the three levels of management? Explain. **07**

- Q.4** (a) What will be the future trends and issues in management? **07**  
 (b) What is Supply Chain Management (SCM)? List the various elements **07**  
 of SCM.

**OR**

- Q.4** (a) Define the following terms and give one example for each concept: **E-** **07**  
**Commerce, E-Business, CRM and Electronic Banking.**

- Q.4** (b) Explain the various phases in ERP implementation **07**

- Q.5** (a) What are the activities involved when you apply BPR to managerial **07**  
 process and software process?

- (b) Define the term "Leadership". Describe leadership as an influence **07**  
 process using the three types of influence patterns.

**OR**

- Q.5** (a) What is the need for reengineering? Explain **07**

- (b) What are the drawbacks of the traditional information systems? **07**

\*\*\*\*\*