

4244

A

MBA (FT)

Paper - F- 3602
Business Process Re-engineering

Time : 3 hours

Maximum Marks : 70

(Write your Roll No. on the top of immediately on receipt of this question paper).

Part A is compulsory. Attempt any three questions from Part B.

All questions carry equal marks.

Part - A

1. How do you compare the private sector organizations and government organizations in terms of scope and potential of business process re-engineering? Discuss different levels of re-engineering and risk associated with these levels.
2. How does Value Chain Analysis help in identifying areas offering a potential candidate for Re-engineering? What are the other tools which can be used for identifying areas for re-engineering?

Part - B

3. How does information technology act as an enabler for re-engineering? Explain with suitable examples from various successful cases in Indian industry. Discuss various IT tools which can create business value through Re-engineering in businesses.
4. What aspects would you keep in mind while re-engineering a Manufacturing Organization? How does it vary from re-engineering a Service Organization? Discuss various metrics that must be used for establishing the benefits of such a Re-engineering.
5. "Customer is interested in only an output and not necessarily the steps followed to achieve that output". Comment on this statement in the light of process view of a business.

How does a contemporary process based organization differ from a traditional hierarchy based organization?

6. Discuss the following in the context of BPR:
 - i. Benchmarking
 - ii. Balance Scorecard