GL BAJAJ
Institute of Management & Research
Greater Noida
FIND YOUR SPARK

Roll No…………

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
END TERM EXAMINATION (TERM -V)

Subject Name: **Business Process Re-engineering** | Time: **02.00 hrs**
Sub. Code: **PGO52** | Max. Marks: **40**

Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each, and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

SECTION - A		
Attempt all questions. All questions are compulsory. **2×6 = 12 Marks**		
Questions	**CO**	**Bloom's Level**
Q. 1: (A). How do companies balance cost reduction and innovation when implementing BPR?	CO1	L1, L5
Q. 1: (B). State the differences between process improvement and reengineering.	CO1	
Q. 1: (C). What is the role of customer-centricity in BPR, and how do organizations ensure that re-engineered processes improve customer experience?	CO2	
Q. 1: (D). What are the key principles of BPR, and why is it considered a radical approach?	CO2	
Q. 1: (E). How the different types of production processes contribute to business process reengineering.	CO1	
Q. 1: (F). How can you apply lean manufacturing principles for optimized business processes? (Three questions each from CO1 & CO2)	CO2	
SECTION – B		
All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice) **6 x 3 = 18 Marks**		
Questions	**CO**	**Bloom's Level**
Q. 2: (A). How can organizations conduct a gap analysis to identify inefficiencies before initiating BPR?	CO3	L4
Or		
Q. 2: (B). Explain the principles governing a BPR process. Explain in detail.		
Q. 3: (A). Explain benchmarking and process visioning in detail, taking examples in the business process industry?		
Or		
Q. 3: (B). Explain competitive benchmarking. How is it different from generic		

	CO	
benchmarking? Mention six steps of the benchmarking process.	CO4	L2
Q. 4: (A). What are the best practices for leveraging cloud computing and big data analytics in BPR?		
Or		
Q. 4: (B). Explain the lean management philosophy with the benefits with regard to customers as well as organizations. How is it contributing to business process reengineering principles?	CO5	L4

SECTION - C

Read the case and answer the questions   **5×02 = 10 Marks**

Questions	CO	Bloom's Level
Q. 5: Case Study: Order Fulfillment begins when a customer places an order, ends when the order (goods) is delivered, and includes everything in between. Typically, the order fulfillment process involves many steps performed by many people in different departments. First, someone in customer service receives the order, logs it in, and checks it for completeness and accuracy. Then, the order goes to finance, where someone else runs a credit check on the customer. Next, someone in the sales operation determines the price to charge. Then, the border travels to inventory control, where someone checks to see if the goods are on hand. If not, the order gets routed to Production planning, which issues a backorder. Eventually, a warehouse operation develops a shipment schedule. Traffic determines the shipping method, such as rail, road, air, or water, and picks the route and carrier. Product handling picks the products from the warehouse, verifies the accuracy of the order, assembles the pickings, and loads them. Finally, traffic releases the goods to the carrier, which takes responsibility for delivering them to the customer. **Questions:** **Q.5: (A).** Is this a Process? Illustrate & design the process flow of the desired system with in boundary. **Q.5: (B).** What are the root causes of the problems? How to resolve the problem?	CO6	L3, L6

Kindly fill the total marks allocated to each CO's in the table below:

COs	Question No.	Marks Allocated
CO1	Q1(A), (B), (E),	6
CO2	Q1 (C), (D), (F)	6
CO3	Q2	6
CO4	Q3	6
CO5	Q4	6
CO6	Q5	10

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding
L3= Apply
L4= Analyze
L5= Evaluate
L6= Create