

**MASTER OF BUSINESS ADMINISTRATION  
SUPPLY CHAIN MANAGEMENT  
(MBASCMFL)**

**Term-End Examination**

**December, 2012**

**MCQ-018 : BUSINESS PROCESS  
RE-ENGINEERING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions.*

1. With reference to an Electronic Industry as an example, 20
  - (a) List out various aspects of Re-engineering of Inventory Management in a Company.
  - (b) List out various aspects of Re-engineering of Sales cycles followed by a company.
  - (c) Briefly explain the four stages of Rationalisation of procedures through BPR in order of priority.
  
2. With reference to an Airline Industry as an example, 20
  - (a) List out any five tools commonly used for BPR.
  - (b) At what stage is it recommended for an Organisation to initiate BPR ?
  - (c) Briefly explain why Downsizing and Outsourcing are not recommended as part of BPR.

3. With reference to Tourism Industry as an example, 20
- (a) Briefly outline the Importance of Environment as part of a BPR Cycle.
  - (b) What are the three processes which are commonly re-engineered ?
  - (c) Tabulate the differences between Re-engineering and Process Simplification.
4. With reference to a Retail Industry as an example, 20
- (a) Explain briefly as to at what stage of BPR "Choices" should be applied.
  - (b) Outline the Scope for BPR of Billing Process.
  - (c) Outline with a sketch the "Ford" Model of Re-engineering of the Accounts Payable Process.
5. With reference to a Construction Industry as an example, 20
- (a) List out the Four Human Resource Groups involved in a typical BPR Process.
  - (b) What do you understand by the "Cow Path" approach which should be avoided ?
  - (c) List out any Five common Pitfalls faced while implementing BPR.

6. With reference to the Banking Sector as an example, 20
- (a) If you were to attempt at re-engineering the Business Process of an Investment Company, What are the processes which you would identify as overdoing and eliminate ?
  - (b) What do you understand by "Empowered Customer" Approach ?
  - (c) Outline with a Table various Pros and Cons of centralised and Decentralised Process.
7. With reference to an Electronic Industry as an example, 20
- (a) Outline various Automation Options available to you for BPR.
  - (b) Outline the steps involved in Change Management through the Bottom - up Approach.
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