

**MBA – INFORMATION TECHNOLOGY
MANAGEMENT (MBAITM)**

Term-End Examination

December, 2014

MBMI-008 : BUSINESS PROCESS MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note :

- (i) *Section I is **compulsory**.*
- (ii) *In Section II, answer any **five** questions.*
- (iii) *Assume suitable data wherever required.*
- (iv) *Draw suitable sketches wherever required.*
- (v) *Italicized figures to the right indicate maximum marks.*

SECTION I

1. Case study : Dickinson Financial Corporation (DFC)

Problem Description :

There is intense competition among banks to improve the quality of services to attract

customers in the competitive banking industry. For Dickinson Financial Corporation (DFC), one obstacle towards effective customer service was the company's reliance on paper to initiate and process customer service. Project lead and application development integration manager at DFC, realized that these processes were preventing Return on Investment (ROI) and was concerned that the problem would only get worse : with DFC adding another \$3 billion in assets and growing from 100 branches to more than 200, time-intensive manual processing threatened to slow down future growth.

Questions :

Provide a BPM solution for satisfying the following requirements :

- | | |
|---|---|
| (a) Improved scalability | 5 |
| (b) ROI and faster customer service | 5 |
| (c) Implement better risk management through automated compliance | 5 |
| (d) Improved documented processes | 5 |

2. Online Store

Online Store is a process about sales of an online store. It describes the flow of sales order with its creation and payment arrangement. In addition, it includes some business rules within the process.

Problem Statement :

A customer can place one or more orders from an online store. Each customer has a credit rating. If the credit rating is good, the customer can make the payment either with a credit card or a bank check. However, if the credit rating is poor, the customer has to pay in cash. Each order is an aggregate of different order items. A customer's order can have multiple items with varying quantities.

Draw a Business Process Diagram for the above online store transaction.

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SECTION II

3. Explain Business Process Management life-cycle. Demonstrate with example. 8+6

 4. What is Business Process Optimization ? Explain how optimization is possible in terms of process integration and process management. 4+10

 5. How is Traditional Ordering Process done by resellers and buyers ? Give the step-by-step procedure. 6+8

 6. Explain how a Business Process Re-engineering (BPR) approach is different from BPM implementation. Give an example. 10+4

 7. What are the principles of Business Process Management ? Explain them in brief. 6+8

 8. Explain the Business Process Management architecture. Give an example. 10+4
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