

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

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

1. With reference to an Auto Component Industry as an example : 20
 - (a) List out any five benefits of a systematic BPR exercise.
 - (b) List out various aspects of Re-engineering of Manufacturing Systems Design in a company.
 - (c) Briefly explain the four stages of spectrum of change through BPR in order of priority.

2. With reference to an Airline Industry as an example : 20
 - (a) List out various aspects of strategic sourcing in a company.
 - (b) Why do companies hesitate to implement BPR ?
 - (c) Tabulate the differences between Re-engineering and Continuous Improvement.

3. With reference to a Hotel Industry as an example : 20
- (a) List out four improvements in performance expected out of a BPR exercise.
 - (b) List out the 3 C's and the 4 C's expected out of a BPR Cycle.
 - (c) Outline with a sketch the "Ford" model of Re-engineering of the procurement process.
4. With reference to a Retail Industry as an example : 20
- (a) Briefly outline the Importance of Feed-back as part of a BPR Cycle.
 - (b) List out any five risk expected out of BPR.
 - (c) Outline the six steps in Typical BPR Cycle.
5. With reference to a Real Estate Industry as an example : 20
- (a) What do you understand by Re-engineering a "Broken" process ?
 - (b) Outline the scope for BPR of Visual Merchandizing and Rack Management.
 - (c) Briefly outline the BPR process aimed at Cross-Functional Management.

6. With reference to the Financial Sector as an example : 20
- (a) What do you understand by "Golden Triangle" of BPR ?
 - (b) When the Insurance Policy Generation Process is re-engineered, out line the functional areas to which the excess employees could be transferred.
 - (c) Explain with a sketch and two examples, how improvements could be achieved through re-engineering of process in counters through Reduction in Queuing Time.
7. With reference to a Consumer Durables Industry as an examples : 20
- (a) Outline various elements of a Typical IT-enabled BPR Cycle.
 - (b) Outline the steps involved in change management through the top-down approach.
-