



	WINTER-2023		
	Exam Seat No.:		
	Academic Year:2023-2024	Semester:III	
	Name of Programme:MBA	Pattern:2022	
	Name of Course:Business Process Reengineering	Course Code:MBA22 3 4 11	
	Max. Marks:30	Duration:1 hr. 15 min.	

	<p>Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.</p> <ol style="list-style-type: none">1. This question paper contains 2 pages.2. Answer to each new question is to be started on a new page.3. Assume suitable data wherever required, but justify it.4. Draw the neat labelled diagrams, wherever necessary.5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.6. All questions are compulsory. Attempt either a or b in each Question.	
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Question No. 1 Attempt following Question

- 1 a) Describe the need and benefits of BPR. (6) CO1

OR

- 1 b) Explain the relation between: (6) CO1
a. BPR and TQM
b. BPR and QFD

Question No. 2 Attempt following Question

- 2 a) Elaborate the BPR implementation methodology. (6) CO2

OR

- 2 b) Explain the characteristics of BPR teams with suitable examples. (6) CO2

Question No. 3 Attempt following Question

- 3 a) Illustrate the concept of Agile Manufacturing. (6) CO3

OR

- 3 b) Classify the role and benefits of information technology in reengineering. (6) CO3

Question No. 4 Attempt following Question

- 4 a) Discuss: (6) CO4
a. Hammer/Champy Methodology
b. Manganeli/ Klein Methodology

OR

- 4 b) Discuss any two tools used in modelling the businesses. (6) CO4

Question No. 5 Attempt following Question

- 5 a) **Airbnb Reengineered the Product Development Process!** (6) CO5

Airbnb is a household name and it's known for its incredibly disruptive business. This innovative business has redefined vacations and hotels in a way that was never seen before. However, this innovation did not come without its own hurdles in terms of the business processes involved.

The Problem: Airbnb was having trouble with defining a sustainable and quick product development process.

Designers, developers, and researchers were the three main positions that were involved in the Airbnb product development process. The issue was that they were working in silos and only jumping into the process when needed. The final aim of producing a great product on time was not fulfilled efficiently due to these problems in the workflow.

Before a mock-up could be visualized on the computer, designers had to wait for engineers to write code. In turn, engineers had to wait for researchers to confirm product ideas, only to find those project assumptions were off at the very end. Rather than a failure from any of the involved parties, this was actually a process failure.

Provide a solution related to BPR for the above problem.

OR

- 5 b) Assess the application of change management in BPR. (6) CO5