

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2019 -21)

MID TERM EXAMINATIONS (TERM -VI)

Academic Session- 2020-21

Subject Name: Business Process Re-Engineering

Time: 01.30 hrs.

Sub. Code: PGO-10

Max Marks: 20

Note:

1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.

2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.

SECTION – A

04+04 = 08 Marks

Q. 1: Case Study:

The process of creation in advertising agencies is divided, in brief, into 5 stages. First, the customer service team interviews the customer and passes the information to the planning team. Second, the planning team makes the necessary studies. Then develops strategy and delivers the request for the creation of pieces for the creative pair (editor and designer). Third, after developing the requested pieces the creative pair alongside the planning and customer service teams carry out a presentation meeting. Eventual adjustments are then made to the campaign. Fourth, Customer service presents the campaign to the customer, often in conjunction with the creative pairing and planning team. Then receives customer feedback. Fifth, the process resumes, if the client requests adjustments or disapproves of the campaign. You should've noticed that these processes have four agents: the creative pair, a customer service professional, and a planning agent.

Conflicts between creation, planning and customer service are very common. Customer service complain of deadlines and not understanding the scope as much as the others. Creatives and planning, defend their points of view and claim that they're doing the correct work and that customer service must convince clients of this.

To end this conflict in teamwork, an agency has developed creative quartets in which the 4 professionals work in their area of expertise, but divide a table and everyone are jointly abreast of all steps from the process, from the initial briefing to receiving customer feedback.

With this closeness, it became easier for each one to understand the difficulties of the others, generating a synergy that made this process much more productive and agile, becoming an example of successful process reengineering.

Q1 (A): "Change should not be just for change". Comment.

Q1 (B): With reference to the case, what changes you have preferred?

SECTION – B

02×03 = 06 Marks

Q. 2: Why the Organizations need to Re-Engineer the processes?

Q. 3: Explain Systematic re-design & Clean sheet approach as two approaches to BPR.

Q. 4: What are the benefits of the Business transformations?

SECTION – C

03×02 = 06 Marks

Q.5. Explain the fundamental elements of BPR with an example of industry of your choice.

Q.6. “It is hard to imagine Business Process Re-Engineering without the usage of Information Technology”. Discuss.

Mapping of Questions with Course Learning Outcome

COs	Question Number(s)	Total Marks Allocated to the CO
CO1	4,5	5
CO2	1	8
CO3	2, 3	4
CO4	6	3

Note: Font: Times New Roman, Font size: 12.