

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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2022-23)**  
**END TERM EXAMINATION (TERM - V)**

Subject Name: **Business Process Re-Engineering**

Time: **02.30 hrs.**

Sub. Code: **PGO52**

Max Marks: **40**

**Note:**

**All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.**

**Kindly write the all the course outcomes as per your TLEP in the box given below:**

<p><b>CO1-</b> Understand theoretical and practical aspects of business process re-engineering Recognize people and redesign processes for improving process to meet customers' and stakeholders' expectations.</p> <p><b>CO2-</b> Understanding the critical success factors and various BPR methodologies for application and implementation of BPR.</p> <p><b>CO3-</b> Applying the role of process of Change Management in implementing BPR</p> <p><b>CO4-</b> Analyze and integrate issues and challenges of applying tools/techniques of Information Technology for BPR and learn to apply them in the industry.</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**SECTION - A**

Attempt all questions. All questions are compulsory.

**1×5 = 5 Marks**

<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<b>Q. 1 (A):</b> How change is an essential ingredient of Business Process Re-Engineering.		
<b>Q. 1 (B):</b> Discuss the concepts of Process Mapping.		
<b>Q. 1 (C):</b> Explain Systematic re-design & Clean sheet approach.	<b>CO1</b>	<b>L1, L2</b>
<b>Q.1 (D):</b> Differentiate between Internal Benchmarking and External Benchmarking.		
<b>Q. 1 (E):</b> Explain the role of leadership in Change Management.		

**SECTION – B**

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

**7 x 3 = 21 Marks**

<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<b>Q. 2: A.</b> What is the role of Operational processes in Business Process Re-Engineering?		
Or		
<b>B.</b> “It is not essential yet mandatory to re-engineer the process”. Discuss with suitable example from the industry.	<b>CO2</b>	<b>L1, L2</b>
<b>Q. 3: A.</b> Explain Benchmarking with an example from the industry of your		



<p>new work that Kolab and the directors created in a strategic planning meeting. A couple of times, when Kolab passed employee cubicles, she heard comments like, “She works us all like we don’t have a personal life,” “She’s so impersonable,” “I miss just chatting with people,” and “Hanh was never like this. She always made time to talk to us.”</p> <p>Just last week, Kolab had a staff meeting, and the majority of staff sauntered in late. Throughout the meeting, they gave her blank stares, and, as soon as the meeting was over, they quickly left. Kolab is tired of the staff attitudes and behaviors. “The culture of this organization can’t operate the way it used to. I am determined to change it,” she thinks to herself.</p> <p><b>Question:</b></p> <p><b>Q5 (A):</b> How does Kolab’s self-concept influence her ability to lead? What cultural value dimensions does the organization operate under?</p> <p><b>Q5 (B):</b> What cultural intelligence strategies do you recommend for Kolab and her employees?</p>	<p><b>CO3</b></p> <p><b>CO4</b></p>	<p><b>L3, L6</b></p> <p><b>L4, L5</b></p>

**Kindly fill the total marks allocated to each CO’s in the table below:**

<b>COs</b>	<b>Marks Allocated</b>
<b>CO1</b>	<b>5 marks</b>
<b>CO2</b>	<b>7 marks</b>
<b>CO3</b>	<b>14 marks</b>
<b>CO4</b>	<b>7 marks</b>

**(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)**

**Blooms Taxonomy Levels given below for your ready reference:**

- L1= Remembering**
- L2= Understanding**
- L3= Apply**
- L4= Analyze**
- L5= Evaluate**
- L6= Create**