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3rd SEMESTER

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Roll No. ....  
MBA (Executive)

**END Examination**

**Nov-Dec 2019**

**ESCM-06 Business Process Re-engineering**

**Time: 3 Hours**

**Max. Marks: 60**

**Attempt any five questions. All questions carry equal (12) Marks.  
Assume suitable missing data, if any.**

**Question 1.** Explain the various stages of Individual level of change. How Dissatisfaction with the status quo impacts the situation?

**Question 2.** ITC echoupal was a game changer in Business Process Reengineering. Explain how ITC handled the challenges in implementing the BPR initiative in a rural environment.

**Question 3.** Explain the various categories of Change Levers. Also highlight the credibility of the change agent and the usage of a change lever.

**Question 4.** Radical improvement is more powerful than incremental improvement. Evaluate the statement.

**Question 5.** With the help of Indian success stories highlight the role of Information Technology in Business Process Reengineering.

**Question 6.** Discuss the Value Stream Mapping in detail with the help of an example.

**Question 7. Write short notes on (any Two):**

- a) SIPOC
- b) Gap Analysis
- c) Fence Sitters