



M.E DEGREE EXAMINATIONS: DEC 2022

(Regulation 2018)

Third Semester

INDUSTRIAL ENGINEERING

P18IEE3013: Productivity and Reengineering

COURSE OUTCOMES

- CO1:** Apply and analyze the productivity measures and models.
- CO2:** Deduce the working definition of business process reengineering and its importance.
- CO3:** Discuss steps to create vision, mission and guiding principles and applying the three to five years strategic plans by using various reengineering approaches.
- CO4:** Contrast roles of leaders, process owners, reengineering team and czar.
- CO5:** Analyze the business process creation and evaluation in reengineering steps.

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. Assertion (A): (A)Production concept focuses on increasing scale of production to reduce price of products. CO1 [K1]
Reasoning (R) : Production concept is used where demand is more than supply.
a) a) Both are correct and (R) is the correct explanation of (A) b) Both are correct but (R) is not the correct explanation of (A)
c) c) Both statements are incorrect d) (A) is correct but (R) is incorrect
2. Productivity increases when CO1 [K1]
a) inputs increase while outputs remain the same b) inputs decrease while outputs remain the same
c) outputs decrease while inputs remain the same d) inputs and outputs increase proportionately
3. Which of the following is the best explanation of business process reengineering? CO2 [K1]
a) Redesigning the organizational structure of a business b) Redesigning workflow
c) Redesigning products d) Transformation of business processes for more effective achievement of business goals

4. Matching type item with multiple choice code

CO2 [K1]

List I	List II
A. Scale of production	i. Product concept
B. Quality of product	ii. Selling concept
C. Promotional activities	iii. production concept
D. Customer satisfaction	iv. Marketing concept.

A B C D

- a) i ii iv iii
 b) i iii iv ii
 c) iii i ii iv
 d) iii i iv ii

5. Assertion (A): Rapid improvement in technology has been one major factor that has stimulated the globalization process.

CO3 [K1]

Reason (R): Developing countries are likely to become at par with developed countries in terms of technological development due to globalization

- a) Both A and R are true, R is the correct explanation of A. b) A is true
 c) R is true d) A is true and R is not true

6. Under which system of payment quality of goods can be ensured?

CO3 [K1]

- a) Piece rate system b) Time Rate system
 c) Incentives d) None of these

7. Consider following two statements.

CO4 [K2]

1. It refers to the analysis and redesign of work flows both within and between the organization and the external entities.

2. Benchmarking is a process of finding the best practices within and outside the industry to which an organization belongs.

Select true statement.

- a) 1 only b) 2 only
 c) Both 1 and 2 d) Neither 1 nor 2

8. Branding is the most important technique in the modern day's globalized business. Reason (R) Companies are decided to sell its products with name of the company or a special brand name to cover a major share in the market.

CO4 [K2]

- a) Both A and R are true. R is the correct explanation of A b) Both A and R are true, but R is not the correct explanation of A
 c) A is correct, but R is incorrect d) A is incorrect, but R is correct

9. Which of the following is not a business goal of re-engineering ? CO5 [K1]
- a) Cost reduction b) Time reduction
- c) Maintainability d) None of the mentioned

10. Make the correct order of following marketing functions CO5 [K2]
- I) Market planning I
- I) Gathering and analyzing marketing information
- III) Standardization and grading
- IV) Product designing and development
- a) I, II, IV, III b) I, IV, II, III
- c) II, I, IV, III d) IV, I, II, III

PART B (10 x 2 = 20 Marks)

11. Define productivity improvement techniques. CO1 [K1]
12. List the characteristics of productivity. CO1 [K1]
13. Difference between process improvement and Reengineering. CO2 [K2]
14. List the steps involved in implementation in BPR. CO2 [K1]
15. What is breakthrough plans? CO3 [K1]
16. Define vision statement. CO3 [K1]
17. State the importance of identification of current business processes. CO4 [K2]
18. Define mapping and analyzing the process. CO4 [K1]
19. Discuss the inter- relationship between re-engineering and other functional areas in an organization. CO5 [K2]
20. Define BPR and state the importance of BPR in the areas of business functions. CO5 [K1]

PART C (10 x 5 = 50 Marks)

21. Define productivity and explain factor affecting on productivity. CO1 [K1]
22. Explain about new productivity engineering, Explain its importance. CO1 [K2]
23. Discuss the role of consultants in BPR. CO2 [K1]
24. Explain the difficulties and risk in BPR. CO2 [K2]
25. Outline the various principles and tactics associated with BPR. CO3 [K3]
26. What is strategic plan? Briefly explain the different types of strategic plan? CO3 [K1]
27. Explain the Process Creation planning for agricultural industries with example. CO4 [K2]
28. Describe the role of Evaluation procedures followed in BPR. CO4 [K3]
29. Examine the role of top management and consultants in the process of BPR. CO5 [K4]
30. Explain the various key points for succeeding at Re-engineering. CO5 [K2]

Answer any TWO Questions

PART D (2 x 10 = 20 Marks)

31. Business Process Reengineering deals with the restructuring the processes associated with the products or services'. Do you agree? Illustrate. 10 CO3 [K3]
32. Explain significance of various tools and techniques used in BPRE to improve the performance of the company. 10 CO2 [K3]
33. Explain the concept, philosophy, significance and applications of Re-engineering in Industry and organization? 10 CO4 [K2]
