

**G 8353**

M.C.A. DEGREE EXAMINATION, JANUARY 2006.

First Semester

MC 1603 — BUSINESS PROCESSES

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is a Business Model?
2. What is Business Data Processing?
3. Name the three levels of an organization.
4. What is meant by resistance to change?
5. What is Re-engineering?
6. What is change management?
7. What is Information Technology?
8. Distinguish between E-Commerce and E-Business?
9. What are the benefits of CRM and SCM?
10. What is Internet Banking?

PART B — (5 × 16 = 80 marks)

11. Read the following Case Study and Answer the Questions.

ABC Private Limited is an electronics contract manufacturer specializing in high mix, low volume circuit board assemblies, faced a daunting challenge. In only a few short months, the ABC Private Limited needed to launch a brand new production facility and implement a business infrastructure that would support a rapidly growing customer base and provide them with a competitive advantage.

- (i) What is ERP? (4)  
(ii) What are the challenges before ABC Private Limited? (4)  
(iii) What is the ERP solution available for ABC Private Limited? (4)  
(iv) How effective could be the ERP solution in your opinion? (4)
12. (a) Define the term "Organizational Structure". Explain it with the help of a suitable example. (4 + 12)

Or

- (b) How organizational structures influence information technology? Explain its challenges and opportunities? (6 + 4 + 6)
13. (a) What is meant by Inter and Intra-organizational relationships? Explain its impact on the organization with suitable example. (3 + 3 + 10)

Or

- (b) How organizational power, leadership and decision making capabilities can bring out changes in an organization? Support your answer with an example. (4 + 4 + 4 + 4)
14. (a) Explain role of BPR in information technology from a managerial perspective and technical perspective. (8 + 8)

Or

- (b) How you can inject Re-engineering concept in a software product? What are the activities involved in this context? Explain how it is carried out? (6 + 6 + 4)
15. (a) What is BPR (Business Process Re-engineering)? What are the steps involved in BPR? Explain. (4 + 12)

Or

- (b) How BPR can be applied to a textile industry? What is the role of Information technology in this regard? (6 + 10)
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