**Program: BE Mechanical Engineering**

**Curriculum Scheme: Revised 2012**

**Examination: Final Year Semester VIII**

**Course Code: MEE8024 and Course Name: Business Process Re-engineering**

Time: 1 hour Max. Marks: 50

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Note to the students:- All the Questions are compulsory and carry equal marks .

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| Q1. | Which of the following is more suitable in the case of automobiles? |
| Option A: | Exclusive distribution |
| Option B: | Selective distribution |
| Option C: | Intensive distribution |
| Option D: | Extensive distribution |
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| Q2. | Introduction of product in large scale in the target market is called |
| Option A: | Test marketing |
| Option B: | Business analysis |
| Option C: | Product testing |
| Option D: | Commercialization |
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| Q3. | Which of the following is not a form of direct marketing? |
| Option A: | Kiosk marketing |
| Option B: | Telemarketing |
| Option C: | Super market |
| Option D: | Catalogue marketing |
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| Q4. | In a competitive market having several substitutes, a firm may adopt |
| Option A: | Premium pricing |
| Option B: | Skimming |
| Option C: | Penetration |
| Option D: | costing |
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| Q5. | The objective of relationship marketing is |
| Option A: | Customer satisfaction |
| Option B: | Customer dissatisfaction |
| Option C: | Customer retention |
| Option D: | Customer delight |
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| Q6. | Rapid penetration strategy involves |
| Option A: | Low price with high promotional expenditure |
| Option B: | High price with low promotional expenditure/ |
| Option C: | High price with high promotional expenditure |
| Option D: | Low price with low promotional expenditure |
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| Q7. | Which of the following is not an element of promotion mix |
| Option A: | Transportation |
| Option B: | Advertising |
| Option C: | Personal selling |
| Option D: | Sales Promotion |
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| Q8. | Which is not an example of an external factor for learning and knowledge? |
| Option A: | Demographic change |
| Option B: | Political influences |
| Option C: | Organisational structure |
| Option D: | Social change |
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| Q9. | Direct Expenses are also known as |
| Option A: | Major Expenses |
| Option B: | Chargeable expenses |
| Option C: | Overhead expenses |
| Option D: | Sundry expenses |
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| Q10. | Under a Standard Costing system, the cost of the product determined at the beginning of the production is its: |
| Option A: | Direct Cost |
| Option B: | Pre-determined cost |
| Option C: | Historical cost |
| Option D: | Actual cost |
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| Q11. | Profit Volume ratio is used to determine the relationship between: |
| Option A: | Contribution & sales |
| Option B: | Profit & selling expenses |
| Option C: | Cost of sales & admin expenses |
| Option D: | Cost of sales only |
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| Q12. | The accounting process in which the financial statements of a parent company and its subsidiaries are added together to yield a unified set of financial statements is called |
| Option A: | Amortization |
| Option B: | Amalgamation |
| Option C: | Consolidation |
| Option D: | Translation |
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| Q13. | Who is dormant partner |
| Option A: | one who take no active part in business |
| Option B: | A working partner |
| Option C: | a partner for profit |
| Option D: | minor partner |
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| Q14. | A budget helps a company control costs by setting cost guidelines. However, a budget also performs the function(s) of |
| Option A: | Planning, Motivating, Communicating |
| Option B: | Motivating, Communicating |
| Option C: | Communicating, Managing |
| Option D: | managing |
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| Q15. | A technique that is often used in project management to identify tasks where attention should be focused because they are the most critical is referred to as |
| Option A: | ABC Analysis. |
| Option B: | Milestone analysis. |
| Option C: | Work breakdown analysis |
| Option D: | Tasking. |
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| Q16. | When a project can be completed in a number of completely different ways that might involve branching after performing activities, the best schedule and control technique would be |
| Option A: | Program Evaluation and Review Technique |
| Option B: | Gant chart |
| Option C: | Critical Path Method |
| Option D: | Graphical Evaluation and Review Technique. |
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| Q17. | What is the full form of TQM ? |
| Option A: | Total quality measurement |
| Option B: | Total quality management |
| Option C: | Total quantity management |
| Option D: | Typical quality management |
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| Q18. | Which among the following is not a technique of TQM ? |
| Option A: | Re-engineering |
| Option B: | Quality measurement |
| Option C: | Bench marking |
| Option D: | Empowerment |
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| Q19. | ................. is known as rethinking and redesigning of the core business process ? |
| Option A: | Business process reengineering |
| Option B: | Quality circle |
| Option C: | Bench marking |
| Option D: | Empowerment |
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| Q20. | The employees who take up six sigma implementation are called |
| Option A: | champions |
| Option B: | green belts |
| Option C: | master black belts |
| Option D: | black belts |
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| Q21. | The first step in business strategy is \_\_\_\_\_\_\_\_. |
| Option A: | planning |
| Option B: | develop blueprint |
| Option C: | marketing |
| Option D: | assessment |
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| Q22. | Which of these seeks to relate the goals of organization to the means of achieving them ? |
| Option A: | Strategy |
| Option B: | Execution |
| Option C: | Monitoring |
| Option D: | Management |
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| Q23. | Transformation of a system from one representational form to another is known as |
| Option A: | Re-factoring |
| Option B: | Restructuring |
| Option C: | Forward engineering |
| Option D: | Both Re-factoring and Restructuring |
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| Q24. | Myth of BPR is Business process reengineering will cause my ERP system |
| Option A: | to take more time and money to implement |
| Option B: | to take less time and money to implement |
| Option C: | to take more time and quality to implement |
| Option D: | to take less time and money to implement |
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| Q25. | a competitive market having several substitutes, a firm may adopt |
| Option A: | Premium pricing |
| Option B: | Skimming |
| Option C: | Penetration |
| Option D: | costing |