**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

==============================================================================

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

|  |  |
| --- | --- |
| 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 |
|  |  |
| 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 |
|  |  |
| 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 |
|  |  |
| 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 |
|  |  |
| Q5. |  The objective of relationship marketing is |
| Option A: | Customer satisfaction |
| Option B: | Customer dissatisfaction |
| Option C: | Customer retention |
| Option D:  | Customer delight |
|  |  |
| 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 |
|  |  |
| 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  |
|  |  |
| 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 |
|  |  |
| Q9. | Direct Expenses are also known as |
| Option A: | Major Expenses  |
| Option B: | Chargeable expenses |
| Option C: | Overhead expenses  |
| Option D:  | Sundry expenses |
|  |  |
| Q10.  | Under a Standard Costing system, the cost of the product determined at thebeginning of the production is its: |
| Option A: | Direct Cost  |
| Option B: | Pre-determined cost |
| Option C: | Historical cost |
| Option D:  | Actual cost |
|  |  |
| 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 |
|  |  |
| 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 |
|  |  |
| 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 |
|  |  |
| 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 |
|  |  |
| 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. |
|  |  |
| 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. |
|  |  |
| 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 |
|  |  |
| 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 |
|  |  |
| 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 |
|  |  |
| 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 |
|  |  |
| Q21. |  The first step in business strategy is \_\_\_\_\_\_\_\_. |
| Option A: | planning |
| Option B: | develop blueprint |
| Option C: | marketing |
| Option D:  | assessment |
|  |  |
| 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 |
|  |  |
| 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 |
|  |  |
| 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 |
|  |  |
| Q25. | a competitive market having several substitutes, a firm may adopt |
| Option A: | Premium pricing |
| Option B: | Skimming |
| Option C: | Penetration |
| Option D:  | costing |