



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

AUGUST - DECEMBER 2018 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CMM 323: BUSINESS PROCESS RE-ENGINEERING

Date: DECEMBER 2018

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Define TQM and explain the 8 principles of TQM. **(10 Marks)**
- b) You have been appointed as the operations manager explain to your boss the difference between TQM and what was done previously before **(10 marks)**
- c) Explain the requirements for BPR implementation **(10 Marks)**
- Q2. a) Discuss the Juran Trilogy which is a valuable process for continual improvement **(15marks)**
- b) Explain the relationship between BPR and IT **(5 Marks)**
- Q3. a) You are required to give a presentation on the procedure for reinventing an enterprise. Ensure you outline steps towards reinvention of the company. **(14 Marks)**
- b) Your boss is happy about the organization's financial performance. Advise your boss what is benchmarking and the importance of benchmarking. **(8 marks)**
- Q4. a) Discuss the various drawbacks of Business Process Reengineering implementation **(10 marks)**
- b) Explain the prescribed "10 commandments" for executing change **(10 marks)**