



Roll No.

ANNA UNIVERSITY (UNIVERSITY DEPARTMENTS)

B.E. / B. Tech / B. Arch (Full Time) - END SEMESTER EXAMINATIONS, Nov/Dec. 2023

Industrial Engineering

VII Semester

IE5007 - Productivity Management and Re-Engineering
(Regulation 2019)

Time: 3hrs

Max. Marks: 100

CO 1	To understand the concept of productivity & significance of productivity.
CO 2	To measure and evaluate productivity.
CO 3	To plan and implement various productivity techniques.
CO 4	To process the Re-engineer for improving the productivity.
CO 5	To implement BPR tools for improving the productivity.

BL – Bloom’s Taxonomy Levels

(L1 - Remembering, L2 - Understanding, L3 - Applying, L4 - Analysing, L5 - Evaluating, L6 - Creating)

PART- A (10 x 2 = 20 Marks)
(Answer all Questions)

Q. No	Questions	Marks	CO	BL
1	Discuss the functions of Production Management	2	CO1	L2
2	List few factors that affects the productivity	2	CO1	L1
3	Describe the components of Taylor – Davis Model	2	CO2	L2
4	How the Productivity measured in service sectors	2	CO2	L2
5	State the Principles of Productivity	2	CO3	L2
6	Write the benefits of productivity planning	2	CO3	L2
7	Discuss the benefits of an Organizational Transformation Model	2	CO4	L2
8	Explain the Features of Business Process and Re-Engineering	2	CO4	L2
9	Classify the tools of Business Process and Re-Engineering	2	CO5	L2
10	How can we interface ICT with BPR process	2	CO5	L2

PART- B (5 x 13 = 65 Marks)

Q. No	Questions	Marks	CO	BL
11 (a)	Demonstrate the functions of the Productivity cycle with neat sketch	13	CO1	L3
OR				
11 (b)	Analyze the factors that influences on the productivity of an Organization	13	CO1	L4
12 (a)	Outline the qualitative components of Taylor – Davis model in productivity measurement	13	CO2	L4
OR				
12 (b)	Illustrate the productivity measurement of Craig and Harris model	13	CO2	L4
13 (a)	Explain the Task Based Techniques for Improving the Productivity	13	CO3	L5
OR				
13 (b)	Analyze the Eisenhower Matrix to set your priorities in Time Management	13	CO3	L4
14 (a)	Examine the features of Business Process and Re-Engineering	13	CO4	L3
OR				
14 (b)	Illustrate the causes of failure in Business Process Re-engineering	13	CO4	L4
15 (a)	Demonstrate the main phases of Business process reengineering	13	CO5	L3
OR				
15 (b)	Describe the Analytical and Process Tools in Business Process and Re-Engineering	13	CO5	L4

PART- C (1 x 15 = 15 Marks)

(Q.No.16 is compulsory)

Q. No	Questions	Marks	CO	BL
16.(i)	Create the steps that involved in BPR implementation in an Industry.	8	CO5	L6
(ii)	Explain the steps concerned in the Organizational transformation	7	CO4	L5

