National University of Computer and Emerging Sciences
Lahore Campus

Business Process Engineering (SE4032)

Sessional-II Exam

Date: April 6th 2024

Course Instructor(s)

Momna Zenab (Section A & B)

Salman Ahmad ~~(S...~~

Total Time (Hrs):	1
Total Marks:	20
Total Questions:	5

Roll No _____ Section _____ Student Signature _____

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Attempt all the questions on this question paper.

CLO C1

Q1: Choose the correct type of strength given in column B, for the method name given in column A, and write in column C. One option might be applicable to more than one method. **[5]**

A. Method	B. Strengths	C
Document analysis	Direct resolution of conflicting views	
Observation	Objective data	
Automated discovery	Independent from stakeholders' availability	
Interviews	Structured Information	
Workshops	Context-rich insights	
	Extensive set of cases	

CLO: C4

Q2: Consider the following summary of issues reported in a travel agency. **[10]**

A travel agency has recently suffered the loss of several medium-sized and large corporate customers, prompting the management team to take action. In response, they appointed a team of analysts to delve into the root causes of this alarming trend. Through interviews, surveys, and an analysis of historical customer feedback, the team uncovered a multitude of factors contributing to the customer dissatisfaction. Several customers suffered from errors in bookings and delayed responses from customer service. Clearly travel agents struggled to effectively handle customer requests. Additionally, a lack of attention to detail among staff led to incorrect bookings and overlooked customer requirements.

No standardized procedures were found in place to ensure accuracy and efficiency in reservations and customer query resolving processes. Similarly, the absence of standardized protocols for handling complex

itinerary requests led to prolonged response times, further adding to customer frustration. The agency's methods for finding flight connections and prices were deemed suboptimal compared to online search tools, hampering their ability to compete effectively.

Technical glitches and system failures resulted in errors in bookings and incorrect modifications, leading to customer dissatisfaction. Additionally, the agency lacked sufficient tools or technologies to compete with online search tools in finding optimal flight connections and prices, placing them at a disadvantage. The absence of related metrics emerged as a significant challenge. Without performance metrics for customer service, it was difficult to monitor and improve response times and booking accuracy. Similarly, the failure to track customer satisfaction levels made it challenging to identify areas for improvement in service quality, perpetuating the cycle of dissatisfaction.
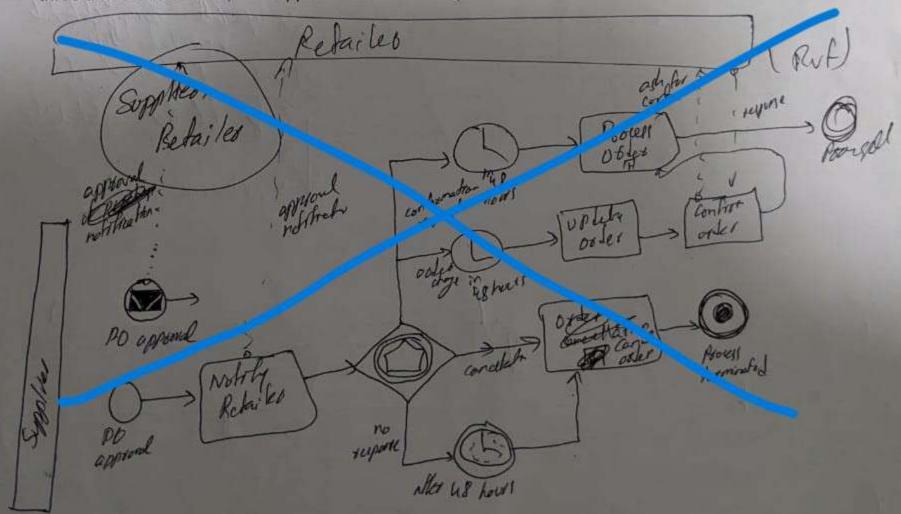
Perform root cause analysis using cause and effect diagram on the given scenario. Investigate the loss of several medium-sized and large corporate customers while keeping in mind the 6 M's. RvF

CLO: C2

Q3: Draw a BPMN model for the following scenario using advanced modeling techniques. [5]

After a supplier notifies a retailer of the approval of a purchase order, the supplier can receive an order confirmation, an order change, or an order cancellation from the retailer. It may happen that no response is received at all. If no response is received after 48 h, or if an order cancellation is received, the supplier will cancel the order. If an order confirmation is received within 48 h, the supplier will process the order normally. If an order change is received within 48 h, the supplier will update the order and ask again the retailer for confirmation. The retailer is allowed to change an order at most three times. Afterwards, the supplier will automatically cancel the order