

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

MBA
15MNG404F

4th Semester Regular / Back Examination 2017-18
ENTREPREISE RESOURCE PLANNING (ERP)
BRANCH : MBA
Time : 3 Hours
Max Marks : 100
Q.CODE : C312

Answer Question No.1, Question No. 2 which are compulsory and any four from the rest. The figures in the right hand margin indicate marks.

Q1. Answer the following questions : (2 x 10)

- a) Material Requirement Planning (MRP) utilizes software applications for scheduling _____.
i. Sales Management ii. Production Processes
iii. Marketing Techniques iv. Human Resource Management
- b) ERP supports _____ currency value.
i. Multiple ii. Single
iii. Three iv. Five
- c) _____ is the first phase in ERP implementation.
i. Understanding the problem ii. Defining solutions
iii. Getting down to work iv. Going live
- d) _____ is responsible for administering each of the phases of the implementation.
i. Vendors ii. Consultants
iii. Administrative team members iv. Technical support team
- e) During ERP implementation _____ should be converted into tasks and should be allocated to the right people.
i. Rules ii. Procedures.
iii. Methodologies iv. Functionality
- f) In ERP, _____ supports lead generation and direct mailing campaign.
i. Manufacturing Module ii. Financial Module
iii. Purchasing Module iv. Marketing Module
- g) The vendor should supply _____ as soon as the contract is signed.
i. Product ii. Documentation
iii. Product and Documentation iv. Service
- h) Which of the following is an ERP ownership cost?
i. Hardware ii. Consultancy
iii. Training iv. All of the above
- i) _____ Software module allows a company's sales staff to work more efficiently as individuals, as a team and as a part of organization.
i. Sales force automation ii. Global Integration
iii. Market Automation iv. Personalization
- j) Which of the following is not a supply chain requirement?
i. Planning ii. Marketing
iii. Sales force automation iv. Returns

- Q2. Answer the following questions : (2 x 10)**
- a) What is the difference between ERP and Traditional Information System?
 - b) Explain the Success and Failure factors of ERP.
 - c) Explain the goal of SCM.
 - d) Describe Limitations of ERP system
 - e) What is CRM?
 - f) Why is BPR?
 - g) Describe the functional Areas of ERP.
 - h) Describe the role of IT in an ERP Implementation.
 - i) Explain the differentiate between MRP & ERP.
 - j) What is Data Migration?
- Q3. a) Explain the Issues to be considered in planning design and implementation of cross functional integrated ERP systems. (7.5)**
- b) Briefly explain six major components of BPR life cycle. (7.5)**
- Q4. a) What are the steps involved in an ERP implementation? (7.5)**
- b) Explain the role of consultants, vendors and employees in implementation of ERP in an organization. (7.5)**
- Q5. Differentiate between SCM and CRM. (15)**
- Q6. a) How ERP has changed the nature of Business process Reengineering? (7.5)**
- b) Which are the two important processes of CRM? (7.5)**
- Q7. a) Explain the mechanism of utilization of wireless technologies in post ERP implementation. (7.5)**
- b) Describe the modules in SCM. (7.5)**
- Q8. Describe the Maintenance mechanisms of ERP. (15)**