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**GIET UNIVERSITY, GUNUPUR - 765022**  
**M. B. A (Third Semester) Regular Examinations, January - 2024**  
**21MBAIT23004 - Enterprise Resource Planning**

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

**PART – A****(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. What are the reasons for the growth of ERP market?	CO3	L1
b. What is data mining?	CO2	L2
c. Define gap analysis.	CO4	L1
d. What is meant by business process reengineering?	CO2	L2
e. What is DBMS give some examples?	CO3	L2
f. What is Business Analytics?	CO5	L1
g. How ERP and e-commerce are related? Explain it with examples.	CO2	L1
h. Who is an end-user?	CO3	L3
i. What is 'Data Migration' process of an ERP system?	CO4	L1
j. What are the ERP packages?	CO3	L3

**PART – B****(8 x 5 = 40 Marks)**Answer **ALL** questions

	Marks	CO #	Blooms Level
2. a. Explain in detail about ERP implementation methodology.	8	CO2	L1
(OR)			
b. With relevant points and suitable examples, describe the various factors and sub-factors that determine the success of ERP implementation.	8	CO4	L3
3.a. Describe the various business modules in an ERP package.	8	CO1	L1
(OR)			
b. Explain the various criteria to be met and possessed by an ERP system, when proposed for the small and medium enterprises.	8	CO2	L1
4.a. Write detailed reports on i) ERP and E-Business ii) Emerging trends in ERP.	8	CO3	L2
(OR)			
b. Using a flow diagram, explain the various 'Phases' involved in the ERP implementation life cycle.	8	CO4	L2
5.a. Explain in detail about ERP audit methodology. What are the key risks and control issues?	8	CO1	L1
(OR)			
b. Benefits of 'CRM Software' as a module of CRM in ERP.	8	CO2	L3
6.a. Explain about the following terms in ERP: i) Product lifecycle Management ii) Customer Relationship Management      iii) Enterprise Asset management iv) Quality Management.	8	CO1	L2

(OR)

b. You have recently joined as Technology Consultant in a leading Chennai based automobile firm that manufactures various models of passenger Cars and three wheelers right from 2007. This profit making firm plans to streamline its main business process, i.e., its manufacturing process through ERP adoption. Now, your GM instructs you to prepare and present a 'Manufacturing Process cum Data Model' for your firm, which will be treated as a Blueprint for streamlining your firm. Your 'Process cum Data Model' should provide the following:

8

CO2

L1

(i) Representative list of various core processes and their brief description in an ideal automobile manufacturing company like your firm and

(ii) Representative list of various Entities and their brief description, for forming a 'Data Model' that is suitable for a manufacturing company like your firm. Justify your report with charts providing valid information on processes and relevant Data.

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