

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4 – EXAMINATION – WINTER-2016

Subject Code:2840004

Date:21/10/2016

Subject Name: ENTERPRISE RESOURCES PLANNING (ERP)

Time:02:30 pm to 05:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** Which one of the following is not a benefit of an ERP System? **6**
- (a)
- A. Information Integration B. Customer Satisfaction
1. C. Use of Latest Technology D. Program Management
- Which one of the following is an indirect benefit of an ERP?
- A. Access to Accurate Data B. Faster access to data for timely decision
2. C. Improve Customer Response D. All of the above
- Which one of the following is not an ERP module from the following
3. A. HR B. Purchasing
- C. Inventory D. None of the above
- ERP use software application to _____ the process of an organization
4. A. Automate B. Speed
- C. Growth D. None of the above
- Which one of the following is a success factor of ERP system?
5. A. Project Planning B. Architectural Design
- C. Phased Approach D. All of the above
- Data mining is the process of identifying valid, new, potentially useful, and ultimately clear _____ from databases.
6. A. Decisions B. Strategies
- C. Information D. Account
- Q.1** (b) Explain Following: **04**
- a. List out all Advantages of ERP and Explain any one in detail.
- b. What is Business Modelling?
- c. What are the Characteristics of Two-Tier client server architecture of ERP?
- d. List out the objectives of ERP implementation.
- Q.1** (c) Explain Common myths related to ERP. **04**

- Q.2** (a) Give a Brief note on Emergence of ERP. **07**
- (b) Explain SCM module of ERP. **07**
- OR**
- (b) Explain the concept of Data Mining and How it is working. **07**
- Q.3** (a) Explain the benefits of an ERP in detail. **07**
- (b) Explain On line analytical process for ERP. **07**
- OR**
- Q.3** (a) What are the points to be considered while selecting ERP package? **07**
- (b) Explain the necessity of BPR for ERP Implementation. **07**
- Q.4** (a) How one can manage Human Capital via ERP? Explain in detail. **07**
- (b) What are the challenges in implementation of ERP? **07**
- OR**
- Q.4** (a) Explain the different phases of ERP Implementation in detail. **07**
- (b) List out ERP transition strategies and explain any two in detail. **07**
- Q.5** Explain what are the points to be considered while designing ERP system for Medical Store chain. **14**
- OR**
- Q.5** Explain the financial management functional system for all company made two wheeler service station. **14**
