## **GUJARAT TECHNOLOGICAL UNIVERSITY**

BE- VII<sup>th</sup> SEMESTER-EXAMINATION – MAY/JUNE- 2012

Subject code: 171605 Date: 29/05/2012 **Subject Name: Enterprise Resource Planning** Time: 02:30 pm - 05:00 pm**Total Marks: 70 Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. 0.1 What is ERP? Explain the benefits of ERP in detail. 07 What are the different phases of ERP implementation Life cycle. Explain any **07** 5 phase in detail. (a) What is the difference between E-Commerce and E-Business? Write 10 **Q.2** 07 Golden Rules for E-Business (b) Explain MRP, MRP-II, DRP in detail. **07** OR **(b)** What is Product Data Management? How does it help any organization? 07 Which departments get benefit of it? (a) Explain the following functions in detail: Pre-purchasing activities, Purchasing **Q.3** 07 and Inventory Management. **(b)** Explain the various subsystems of Plant Maintenance System. 07 **Q.3** (a) Explain FAS, Controlling and Treasury subsystems of the Finance System. **07** (b) Explain the functions of Quality Management Module. What is the difference 07 between CAQ and CIQ? How CIQ plays important role in ERP packages? 0.4 (a) Explain the importance of Application Integration and architecture of E-07 Business. **(b)** Explain Business as well as Technical considerations for developing CRM. 07 OR 0.4 (a) What is CRM? Why is it required for any business? Explain CRM architecture 07 in detail. (b) Write short note on Data Warehousing, Data Mining and OLAP. Is there **07** anything common between Data Warehousing and Data Mining? **Q.5** What is Supply Chain Management? Why is it required for any business? 07 Explain Supply Chain Management architecture in detail. (b) Write the differences between Data Processing System, Management 07 Information System, Decision Support System. (a) What is Selling Chain Management? Why is it required for any business? Q.5 07 Explain Selling Chain Management architecture in detail. (b) Explain Business Modelling and Integrated Data Model in detail. 07

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