

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BE - SEMESTER-VII(OLD) • EXAMINATION – WINTER 2016**

**Subject Code: 171605****Date: 18/11/2016****Subject Name: Enterprise Resource Planning (Department Elective - I)****Time: 10:30 AM to 01:00 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** (a) Write evolution ERP through MPR, Closed Loop MRP, and MRP-II. **07**  
 (b) What is BPR? How does it differ from other management practices? Can BPR help in improvement of organizations processes? How it is connected to ERP? **07**
- Q.2** (a) What is ERP? Give three names of ERP packages. **07**  
 (b) Write basic functions of CRM Module of Microsoft Dynamics? **07**
- OR**
- (b) Write basic functions of JD Edwards - Enterprise One? **07**
- Q.3** (a) Draw and Explain e-Business architecture as an integration of various systems in brief each. **07**  
 (b) Explain following term. **07**  
 (a) CRM (b) Selling Chain Management (c) Operating Resource Management  
 (d) Business Analytics (e) Knowledge Management (f) Decision Support System
- OR**
- Q.3** (a) Explain Data Warehouse and Data Mining. **07**  
 (b) What is the difference between E-Commerce and E-Business? List down ten Golden Rules for E-Business. Explain at least five in brief. **07**
- Q.4** (a) What is Gap Analysis? How are the gaps found out during the gap analysis phase filled? **07**  
 (b) Write detailed note on BOM with one example. **07**
- OR**
- Q.4** (a) What is Product Data Management and what are the benefits of it explain in detail. **07**  
 (b) What are the factors that are critical for the success of the ERP implementation? **07**
- Q.5** (a) Explain the major functions of the Materials Management System? **07**  
 (b) What are the various subsystems of the Plant Maintenance System? Explain in detail. **07**
- OR**
- Q.5** (a) Explain various subsystems of the Financial Module of ERP package? **07**  
 (b) What are the functions of Quality Management module? **07**

\*\*\*\*\*