GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION - SUMMER 2013

Subject Code: 2840004 Date: 16-05-2013 **Subject Name: Enterprise Resource Planning** Time: 14:30pm – 17:30pm **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) Discuss the concept of ERP systems. What is the role of ERP system in 07 different functions of a company? (b) Define and explain 'Business Process Re-engineering' Discuss its relation 07 to ERP. **Q.2** (a) Discuss the various modules under ERP System. Give a suitable example. 07 (b) What is On – Line Analytical Processing (OLAP). Explain its importance for business decisions? (b) Explain the concept of Product Life Cycle Management (PLM) and 07 highlight its importance from concept development till delivery of product. (a) Explain the concept of Customer Relationship Management (CRM) and 07 **Q.3** Supply Chain Management (SCM) as being an important ERP **Applications** (b) Explain the dynamicity of ERP software as per the futuristic needs in ever 07 changing scenario. OR (a) Integration of ERP and SCM system is a tough task, as each member of the 0.3 07 supply chain may be having a different hardware and software. Give opinion. (b) How would you justify the cost associated with ERP system as 07 investments in company? **Q.4** What is Service (Object) Oriented Architecture (SOA). Explain its 07 advantages and limitations. (b) How would you undertake ERP vendor analysis for implementing ERP system in Mid Size service organization? (a) Explain the steps involved in the ERP Implementation process. **Q.4 07** (b) Discuss the concept of System Development Life Cycle (SDLC) with 0.4 07 suitable examples. Does the organization need to perform need analysis for ERP Systems? Q.5 07 (b) Explain in detail the difference between IaaS, PaaS and SaaS in the concept of Cloud Computing OR **Q.5** (a) Which are the factors leading to success or failure of ERP implementation in a company? (b) Explain in brief the difference between Data Mining, Data Warehousing 07 & Data Mart? Which steps are involved in Data Mining Process?
