GUJARAT TECHNOLOGICAL UNIVERSITY MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2015

Subject Code: 2840004

Subject Name: Enterprise Resource Planning (ERP)

Date: 18-05-2015

Time: 10.30 am - 13.30 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 (a) Discuss the concept of ERP Systems. List the common myths about the ERP 07 system and demystify them.
 - (b) What are the different factors that should be considered while justifying ERP 07 investment in addition to the tangible and intangible benefits from the system?
- Q.2 (a) Define On-Line Analytical Processing (OLAP).Explain its importance for 07 business decisions.
 - (b) Explain how ERP enforce "Best Practice Business Processes" in organization 07 with the help of suitable example.

OR

- (b) What is BPR? How does it differ from other management practice? Can BPR 07 help in improvement of organization processes? How it is connected to ERP?
- Q.3 (a) Explain the concept of Product Life Cycle Management (PLM). What are the 07 areas in which PLM helps an organization?
 - (b) Explain the Indian ERP Market, its dynamics, Major Player and growth trends. 07
 - OR
- Q.3 (a) What is product data Management? How does it help any organization? Which 07 departments get benefit of it?
 - (b) What are the various subsystem of the Plant Maintenance Module of ERP 07 package? Explain in Detail.
- Q.4 (a) State the different ERP implementation strategies and explain advantages and 07 disadvantages of Big Bang Strategy and Hybrid strategy.
 - (b) What is Service (Object) Oriented Architecture (SOA).Explain its Advantages 07 and limitations.

OR

- Q.4 (a) What are the different phases of ERP implementation Life Cycle? Explain any 5 07 Phase in detail.
 - (b) Discuss the future of ERP Systems with respect to growing SME in country like 07 India.
- **Q.5** (a) What is Data Migration? Explain the data migration process.
 - (b) Who are ERP Package Vendors? Explain the steps involved in selecting ERP 07 Vendor?

OR

- Q.5 (a) Justify the statement "Finance is a highly integrated ERP Module". 07
 - (b) Which are the factors leading to failure or success of ERP Implementation in a 07 company?

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