Enrolment No.____

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

Subject Code:2840004 Date:21/10/2016 Subject Name: ENTERPRISE RESOURCES PLANNING (ERP) **Total Marks: 70** Time:02:30 pm to 05:30 pm Instructions: 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. Which one of the following is not a benefit of an ERP System? 0.1 6 **(a)** B A Information **Customer Satisfaction** Integration 1. Use of Latest Program Management C. D. Technology Which one of the following is an indirect benefit of an ERP? Faster access to data for timely decision A. Access to B. Accurate Data 2. C. D All of the above Improve Customer Response Which one of the following is not an ERP module from the following 3. A. HR B. Purchasing D. None of the above C. Inventory ERP use software application to the process of an organization Speed 4. A. Automate B. None of the above C. Growth D. Which one of the following is a success factor of ERP system? Project Planning B. Architectural Design A. 5. Phased All of the above C. D. Approach Data mining is the process of identifying valid, new, potentially useful, and ultimately clear _____ from databases. 6. A. Decisions B. Strategies Information D. Account C. (**b**) Explain Following: 04 Q.1 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. (c) Explain Common myths related to ERP. 04 0.1

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	14
		for Medical Store chain.	
		OR	
Q.5		Explain the financial management functional system for all company made two wheeler service station.	14
