

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MCA – SEMESTER – I • EXAMINATION – SUMMER - 2017**

**Subject Code: 2610002**

**Date: 17-06-2017**

**Subject Name: Enterprise Resource Planning (ERP)**

**Time: 10:30 am - 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.

- Q1 -A** What is ERP? Explain main characteristics of ERP. 7
- Q1 -B** What is Business Intelligence (BI)? What are the main uses of BI in enterprise? 7
- Q2- A** What is Customer Relationship Management (CRM)? What are the advantages and disadvantages of CRM. 7
- Q2-B** Explain Q-model and P-Model of inventory model. 7
- OR**
- What is the risk of ERP? What are the tangible and intangible benefits of ERP? 7
- Q3 -A** What is quality management master data? What are the functions of quality management? 7
- B** Describe procedure for managing human resources with ERP 7
- OR**
- Q3 -A** What is Security? Why security is needed in ERP? 7
- B** What is data warehouse? What is data mart? What are the uses of data warehouse? 7
- Q4-A** What are the main features of Pharma Industry? How ERP helps to Pharma Industry? 7
- B** Discuss ERP solutions to FMCG. Discuss need of ERP for mining industry? 7
- OR**
- Q4-A** What are the major functions of ERP in Telecom Industry? Explain different types of planning in bank. 7
- B** How ERP is integrated for insurance companies? What are the challenges of ERP for educational institution? 7
- Q5-A** What are the essential requirements for effective ERP implementation? Explain. 7
- B** Explain ERP package selection. What are the selection criteria of ERP? Explain 7
- OR**
- Q5-A** What is objective of ERP implementation? Explain ERP implementation life cycle. 7
- B** Explain the following terms. 7
1. Big Bang implementation.
  2. Perfect order
  3. Supply chain Management
  4. OLAP
  5. Data Mining
  6. Business Process Reengineering
  7. ISO : 9000