GUJARAT TECHNOLOGICAL UNIVERSITY

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MCA – SEMESTER - I • EXAMINATION – WINTER 2012 Subject code: 2610002 Date: 04/01/2013			2012
J			2013
Subject Name: Enterprise Resource Planning (ERP)			
Time: 02:30 pm – 05:00 pm Total Marks: 70			
Instructions:			
1. Attempt all questions.			
	2. Make suitable assumptions wherever necessary.		
	3. F	igures to the right indicate full marks.	
0.1	(\mathbf{a})	Cive engran in a brief	07
Q.1	~ /	Give answer in a brief	07
		Explain: Close loop MRP	
		Discuss the components of CRM?	
		What is payback parameter?	
		Define Business Intelligence.	
		What is Hedging?	
	-	Define Business Process.	
		What is On-Time Shipment?	~-
		Fill in the blank	07
	1	Business Engineering = +	
	2	ROI stands for	
		GIS stands for	
		MRO stands for	
		OLTP stands for	
		BOM stands for	
	7	PLM stands for	
Q.2	(a)	Discuss the functionalities of OLAP and types of OLAP.	07
Q.2	(a) (b)	What is Data Mining? Discuss uses of Data Mining.	07
	(0)	OR	07
	(b)	Explain common myths of ERP.	07
	(0)	Explain common myths of EKI.	07
Q.3	(a)	Write down short note on Employee Health and Safety.	07
Q.5	(b)	How ERP supports for Insurance companies?	07
	(0)	OR	07
Q.3	(a)	What are the areas of Quality Management during production?	07
Q.5	(a) (b)	Explain the concept of Perfect Order.	07
	(0)	Explain the concept of reflect order.	07
Q.4	(a)	Explain a typical procurement cycle for a company with different	07
Z	(4)	activities.	0.
	(b)	Discuss the elements of Financial Accounting.	07
	()	OR	0.
Q.4	(a)	Explain the capabilities of Workforce Scheduling module of ERP.	07
Q.4	(b)	Explain different types of ERP security issues.	07
v	(0)		07
Q.5	(a)	Explain reasons for success of an ERP investment.	07
×	(**)		~ /
	(b)	What is CRM? Discuss the functions of CRM.	07
	(~)	OR	
Q.5	(a)	Briefly explain the phases of BPR.	07
~	(b)	Discuss the Technological risks of ERP.	07
	(~)	******	