

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MCA - SEMESTER-I • EXAMINATION – WINTER • 2014**

**Subject Code: 2610002****Date: 26-12-2014****Subject Name: Enterprise Resource Planning****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.

- Q.1 (a)** Answer the following questions: **07**
1. State the four common ERP implementation strategies.
  2. State any two leading ERP vendors across the globe.
  3. State five types of benchmarking with respect to Business Process Reengineering.
  4. State the two types of ERP authorization strategies.
  5. What are the user acceptance issues in an ERP project.
  6. State any four functional modules of ERP software.
  7. State three components of a CRM system for ERP.
- (b)** Explain integrated management information, business modeling and integrated data model for business. **07**
- Q.2 (a)** Explain why ERP is important to a company. **07**
- (b)** State and explain the risks of ERP implementation in an organization. **07**
- OR**
- (b)** State and explain the benefits of ERP. **07**
- Q.3 (a)** State and explain the advantages of supply chain management. **07**
- (b)** Explain the features and functions of a customer relationship management system. **07**
- OR**
- Q.3 (a)** State and explain the pros and cons of Business Process Reengineering. **07**
- (b)** Explain different types of ERP security issues. **07**
- Q.4 (a)** Explain the reasons for failure of an ERP implementation system. **07**
- (b)** Explain the capabilities of learning management module of ERP. **07**
- OR**
- Q.4 (a)** State and explain the processes that is managed by by financial accounting with respect to ERP. **07**
- (b)** State and explain the difference between procurement of direct items and indirect items for an organization. **07**
- Q.5 (a)** Explain ERP supported sales order cycle for sales and distribution process in an organization. **07**
- (b)** Explain ERP supported quality management processes for procurement, production, sales and service in an organization. **07**
- OR**
- Q.5 (a)** State the characteristics and differences between OLAP and OLTP systems. **07**
- (b)** Explain the requirements of auto industry from ERP solutions. **07**

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