

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-IV • EXAMINATION – SUMMER 2013**

**Subject Code: 2840004****Date: 16-05-2013****Subject Name: Enterprise Resource Planning****Time: 14:30pm – 17:30pm****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. What is the role of ERP system in different functions of a company? **07**

(b) Define and explain 'Business Process Re-engineering' Discuss its relation to ERP. **07**

**Q.2** (a) Discuss the various modules under ERP System. Give a suitable example. **07**

(b) What is On – Line Analytical Processing (OLAP). Explain its importance for business decisions? **07**

**OR**

(b) Explain the concept of Product Life Cycle Management (PLM) and highlight its importance from concept development till delivery of product. **07**

**Q.3** (a) Explain the concept of Customer Relationship Management (CRM) and Supply Chain Management (SCM) as being an important ERP Applications **07**

(b) Explain the dynamicity of ERP software as per the futuristic needs in ever changing scenario. **07**

**OR**

**Q.3** (a) Integration of ERP and SCM system is a tough task, as each member of the supply chain may be having a different hardware and software. Give opinion. **07**

(b) How would you justify the cost associated with ERP system as investments in company? **07**

**Q.4** (a) What is Service (Object) Oriented Architecture (SOA). Explain its advantages and limitations. **07**

(b) How would you undertake ERP vendor analysis for implementing ERP system in Mid Size service organization? **07**

**OR**

**Q.4** (a) Explain the steps involved in the ERP Implementation process. **07**

**Q.4** (b) Discuss the concept of System Development Life Cycle (SDLC) with suitable examples. **07**

**Q.5** (a) Does the organization need to perform need analysis for ERP Systems? Illustrate. **07**

(b) Explain in detail the difference between IaaS, PaaS and SaaS in the concept of Cloud Computing **07**

**OR**

**Q.5** (a) Which are the factors leading to success or failure of ERP implementation in a company? **07**

(b) Explain in brief the difference between Data Mining, Data Warehousing & Data Mart? Which steps are involved in Data Mining Process? **07**

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