

**GUJARAT TECHNOLOGICAL UNIVERSITY**

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2014

**Subject Code: 2840004****Date: 28-05-2014****Subject Name: Enterprise Resource Planning (ERP)****Time: 10.30 am - 13.30 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) What is Enterprise Resource Planning? How does ERP create value for an organization? **07**  
 (b) Discuss each phases of ERP implementation in detail **07**
- Q.2** (a) What is Business Process Reengineering? What are the different phases of BPR? **07**  
 (b) The intangible benefits of ERP are sometime more important than the tangible benefits. **07**  
 Justify this statement with appropriate examples.
- OR**
- (b) What are the different challenges in implementing ERP? How do you tackle them? **07**  
 Discuss.
- Q.3** (a) Explain the concept of Supply Chain Management? State its benefits with context to ERP? **07**  
 (b) Discuss in detail the various methods of dealing with employee resistance during ERP implementation stage. **07**
- OR**
- Q.3** (a) “ERP can be perceived as an effective tool to enhance customer satisfaction”. Do you agree or disagree with the above statement. Elaborate. **07**  
 (b) What is data mining? What are the advantages of data mining? Explain the data mining process. **07**
- Q.4** (a) Explain in detail Big Bang ERP implementation strategy. What are its advantages and disadvantages? **07**  
 (b) Explain how ERP systems improve the performance of the organization by integrating the different functional modules. **07**
- OR**
- Q.4** (a) What are the subsystems of the Finance module of an ERP package? Explain the function of each of these subsystems. **07**  
 (b) What is OLAP? Discuss the key features of OLAP. **07**
- Q.5** (a) What is product life cycle management? Discuss the various phases of product life cycle in detail. **07**  
 (b) Explain the following with suitable examples from industry: **07**  
 i. Reduction in operating cost by ERP  
 ii. Cycle time reduction by ERP
- OR**
- Q.5** (a) Instead of designing software to support existing business practices and processes, a firm adopting ERP must restructure its processes to be compatible with the new ERP system. ERP decides how the business practices are to be carried out. Do you agree with the statement or not. Give Reasons. **07**  
 (b) What are the subsystems of the Sales and distribution module of an ERP package? Explain the function of each of these subsystems. **07**

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