

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-IV • REMEDIAL EXAMINATION-WINTER 2013

Subject Code: 2840004**Date: 17-09-2013****Subject Name: Enterprise Resource Planning (ERP)****Time: 15:00pm To 18:00pm****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 How Does ERP Help in Creating Value in an Organization . **07**
(b) Explain the Tangible Benefits of ERP. **07**

Q.2 (a) Explain the history and Evolution of ERP. **07**
(b) Explain how ERP helps in Reduction of Lead Time & On Time Shipment. **07**

OR

(b) Explain How ERP Helps in Reduction in Cycle Time and Improved Resource Utilization. **07**

Q.3 (a) Discuss the market dynamics & ERP Market Share. **07**
(b) Integrating different Functional Modules of ERP Systems improve the performance of Organization. Discuss. How and Why Supply and CRM applications are integrated with ERP Systems? **07**

OR

Q.3 (a) Explain SOA and its effect on the ERP Market. **07**
(b) Explain the Main Functional Module for ERP Software. **07**

Q.4 (a) Explain the Objectives of ERP Implementation **07**
(b) Explain Pre Evaluation Screening & Package Evaluation Phases of ERP Implementation Life Cycle. **07**

OR

Q.4 (a) Explain GAP Analysis, Reengineering & Customization Phases of ERP Implementation Life Cycle. **07**

Q.4 (b) Explain the Reasons for Failure of ERP Implementations. **07**

Q.5 (a) What is BPR. What are the Benefits of BPR. **07**
(b) Explain the data mining Process & its Advantages. **07**

OR

Q.5 (a) What are the benefits of OLAP? Explain the four different Styles of OLAP. **07**

(b) Explain Product Life Cycle Management and its Benefits. **07**
