

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA SEMESTER– IV EXAMINATION – WINTER 2015

Subject Code: 2840004

Date: 01/12/2015

Subject Name: Enterprise Resource Planning

Time: 02.30 PM TO 05.30 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) Explain in detail the history and evolution of ERP **07**
(b) Explain the various reasons for failure of ERP implementation. **07**
- Q.2** (a) Explain the ERP Package evaluation and selection process. **07**
(b) Today most of the organizations are motivated for ERP implementation. Explain the various factors responsible for such motivation. **07**
- OR**
- (b) Explain the role and responsibilities of consultant and vendor during ERP implementation. **07**
- Q.3** (a) Explain with relevant example how ERP helps in: **07**
a. Reduction of Lead time
b. Improving resource utilization
(b) What are the tangible and intangible benefits of ERP? Explain with relevant example how intangible benefits are more important than tangible benefits. **07**
- OR**
- Q.3** (a) What is Supply Chain Management system? Explain how integrating SCM and ERP will be useful for any business organization. **07**
(b) Explain the Market dynamics and ERP market share with reference to Indian market. **07**
- Q.4** (a) How Parallel Approach provides a significant psychological cushion for the organization. Explain advantages and disadvantages of parallel approach. **07**
(b) Explain Business Process Reengineering. Explain how BPR plays a critical role in ERP implementation. **07**
- OR**
- Q.4** (a) Explain the different phases of ERP implementation life cycle with the help of a diagram. **07**
(b) Explain the importance of integration of ERP with internet and www. **07**
- Q.5** (a) Explain the term data warehousing and data mining. How does data warehousing improves the efficiency of ERP system? **07**
(b) What kind of contract is necessary with consultant and employees in ERP environment? **07**
- OR**
- Q.5** (a) What do you mean by PLM? Explain in brief the areas where PLM helps an organization. **07**
(b) Explain the functions, subsystems and features of sales and distribution module of ERP **07**