

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 4 – EXAMINATION – WINTER-2016**

**Subject Code:2840004**

**Date:21/10/2016**

**Subject Name: ENTERPRISE RESOURCES PLANNING (ERP)**

**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** Which one of the following is not a benefit of an ERP System? **6**
- (a)
1. A. Information Integration      B. Customer Satisfaction
- C. Use of Latest Technology      D. Program Management
- Which one of the following is an indirect benefit of an ERP?
2. A. Access to Accurate Data      B. Faster access to data for timely decision
- C. Improve Customer Response      D. All of the above
3. Which one of the following is not an ERP module from the following
- A. HR      B. Purchasing
- C. Inventory      D. None of the above
4. ERP use software application to \_\_\_\_\_ the process of an organization
- A. Automate      B. Speed
- C. Growth      D. None of the above
5. Which one of the following is a success factor of ERP system?
- A. Project Planning      B. Architectural Design
- C. Phased Approach      D. All of the above
6. Data mining is the process of identifying valid, new, potentially useful, and ultimately clear \_\_\_\_\_ from databases.
- A. Decisions      B. Strategies
- C. Information      D. Account
- Q.1** (b) Explain Following: **04**
- a. List out all Advantages of ERP and Explain any one in detail.
- b. What is Business Modelling?
- c. What are the Characteristics of Two-Tier client server architecture of ERP?
- d. List out the objectives of ERP implementation.
- Q.1** (c) Explain Common myths related to ERP. **04**

- Q.2** (a) Give a Brief note on Emergence of ERP. **07**
- (b) Explain SCM module of ERP. **07**
- OR**
- (b) Explain the concept of Data Mining and How it is working. **07**
- Q.3** (a) Explain the benefits of an ERP in detail. **07**
- (b) Explain On line analytical process for ERP. **07**
- OR**
- Q.3** (a) What are the points to be considered while selecting ERP package? **07**
- (b) Explain the necessity of BPR for ERP Implementation. **07**
- Q.4** (a) How one can manage Human Capital via ERP? Explain in detail. **07**
- (b) What are the challenges in implementation of ERP? **07**
- OR**
- Q.4** (a) Explain the different phases of ERP Implementation in detail. **07**
- (b) List out ERP transition strategies and explain any two in detail. **07**
- Q.5** Explain what are the points to be considered while designing ERP system for Medical Store chain. **14**
- OR**
- Q.5** Explain the financial management functional system for all company made two wheeler service station. **14**

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