

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2015

Subject Code: 2840004

Date: 18-05-2015

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) Discuss the concept of ERP Systems. List the common myths about the ERP system and demystify them. **07**
- (b) What are the different factors that should be considered while justifying ERP investment in addition to the tangible and intangible benefits from the system? **07**
- Q.2** (a) Define On-Line Analytical Processing (OLAP). Explain its importance for business decisions. **07**
- (b) Explain how ERP enforce “Best Practice Business Processes” in organization with the help of suitable example. **07**
- OR**
- (b) What is BPR? How does it differ from other management practice? Can BPR help in improvement of organization processes? How it is connected to ERP? **07**
- Q.3** (a) Explain the concept of Product Life Cycle Management (PLM). What are the areas in which PLM helps an organization? **07**
- (b) Explain the Indian ERP Market, its dynamics, Major Player and growth trends. **07**
- OR**
- Q.3** (a) What is product data Management? How does it help any organization? Which departments get benefit of it? **07**
- (b) What are the various subsystem of the Plant Maintenance Module of ERP package? Explain in Detail. **07**
- Q.4** (a) State the different ERP implementation strategies and explain advantages and disadvantages of Big Bang Strategy and Hybrid strategy. **07**
- (b) What is Service (Object) Oriented Architecture (SOA). Explain its Advantages and limitations. **07**
- OR**
- Q.4** (a) What are the different phases of ERP implementation Life Cycle? Explain any 5 Phase in detail. **07**
- (b) Discuss the future of ERP Systems with respect to growing SME in country like India. **07**
- Q.5** (a) What is Data Migration? Explain the data migration process. **07**
- (b) Who are ERP Package Vendors? Explain the steps involved in selecting ERP Vendor? **07**
- OR**
- Q.5** (a) Justify the statement “Finance is a highly integrated ERP Module”. **07**
- (b) Which are the factors leading to failure or success of ERP Implementation in a company? **07**
