

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER (4) – EXAMINATION – SUMMER 2018

Subject Code: 2840004

Date: 25/05/2018

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. Question Text and Option
No.**

6

**Q.1 What are the Characteristics of information?
(a)**

- | | | |
|----|---------------|---------------------|
| 1. | A. Accuracy | B. Relevancy |
| | C. Timeliness | D. All of the above |

Which of the following is the expansion of ERP?

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|----|---------------------------------|--------------------------------|
| 2. | A. Enterprise resource Planning | B. Emergency Resource planning |
| | C. Executive response Procedure | D. None of the above |

ROI stands for

- | | | |
|----|---------------------------------|-------------------------------------|
| 3. | A. Return on Investment | B. Repeatable operational incidents |
| | C. Regular official instruction | D. None of above |

Which of the following is another name for the phased implementation

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|----|---------------|---------------------|
| 4. | A. Modular | B. Functional |
| | C. Sequential | D. All of the above |

Which of the following is pre-implementation planning session task?

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|----|--|-------------------------|
| 5. | A. Assembling Participants | B. Need analysis review |
| | C. Project mission and vision statement creation | D. All of the above |

Which of the following are the features of ERP II?

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|----|---------------------------------|------------------------|
| 6. | A. Project management | B. Workflow management |
| | C. Internet and WWW integration | D. All of the Above |

- Q.1 (b)** 1) What is an enterprise? **04**
2) What do you mean by BOM?
3) What is Data warehouse?
4) What do you mean by ERP II?

- Q.1 (c)** What is business process reengineering? **04**

- Q.2 (a)** Explain the difference between a business function and a business process **07**

- (b)** Explain the inventory management process **07**

OR

- (b)** ERP forces the use of best practices. Explain **07**

- Q.3 (a)** Why ERP is important to company? **07**

- (b)** How do ERP systems improve the product design? **07**

OR

- Q.3 (a)** What is OLAP? What it is used for? **07**

- (b)** Explain how the ERP systems enhance productivity, flexibility and customer responsiveness? **07**

- Q.4 (a)** What is the main objective of the pre-evaluation screening process? **07**

- (b)** Discuss how you will choose an implementation strategy? **07**

OR

- Q.4 (a)** Define e-business and explain how it can improve the functioning of organizations **07**

- (b)** What are the advantages of extending applications to support e-commerce? **07**

SAGE AT REUTERS MARKET LIGHT (RML)

Company Profile

Reuters Market Light (RML), part of the Thomson Reuters group, offers Indian farmers up-to-date, local and customized commodity pricing information, and news and weather updates through SMS based subscription. It provides localized and personalized information via SMS text messages on weather, market prices, local and international agriculture, commodity news and crop advisory tips, thus enabling farmers to make informed decisions, reduce waste, and maximize their profits. RML today employs more than 300 full-time content professionals, offering news and data on multiple crops in different markets and weather locations across of India.

Problem/Situation

RML provides its services through pre-paid vouchers having validity in days or months, which farmers can buy from local retail stores and activate the services on their mobile phones for commencement of customized SMS based information services. Discrete systems were being used for the management of voucher printing and distribution, customer profile activation and management, content management, and distribution as well as complaint management.

As RML's services expanded across the country to varied geographies and the subscriber base increased manifold, the complexities of profile management, content management, and delivery also increased. "Today a very large farmer community in many villages across India relies on our service to get information which is critical to the way they work," shared Mr Ranjeet Pawar, Vice President Operations, RML. "It was therefore important for us to automate critical processes like customer profile management, content management, and delivery and voucher management to ensure that the correct information reaches the farmer at the right time and all grievances are seamlessly addressed to provide maximum levels of service availability."

RML's SMS based content services offers farmers with updates on local weather patterns, weather forecast for the next 24 hours, news updates related to agriculture policy and government packages, as well as pricing information of chosen commodities in the local markets in the farmers' vicinity. These services are provided through the sale of pre-paid vouchers of varying denominations having validity of 1, 3, 6, or 12 months.

RML was dependant on multiple systems to perform the various processes involved in customer acquisition, content management, and service delivery. Separate systems were used for voucher management, customer profile management, content management and delivery, and complaint management. As the subscriber base grew and the number of markets and crops that the company was addressing expanded in tandem, it became increasingly challenging to maintain high standards of service quality, delivery, and availability using these disparate systems. So RML decided to have an integrated solution that would unify all our systems and provide with a single platform to ensure that it could offer the farmers with the pertinent and critical information on time.

Solution and Implementation

Sage Accpac ERP's strong integration with Sage CRM has unified the disparate systems to create a single platform, thereby ensuring seamless flow of information from one system to the other. Sage Accpac ERP maintains inventory of vouchers and tracks flow of vouchers through two levels of distribution. Whereas Sage CRM is tightly integrated with user profiling system and content management system ensuring that updates and changes in customer requirement are automatically pushed to user profiling system which send out SMS messages.

The new system provides a 360-degree view of customer database, usage patterns, crop metadata, information requirements etc, and also has improved the efficiency of the call center during service activation. Correct information as requested is provided to the farmer on time and changes, if any, with respect to information requirement is immediately taken care of. Customer complaints are addressed in a timely fashion or else escalated to senior management. Management enjoys a consolidated and comprehensive view of the various processes, financial, and inventory status, helping in making informed business decisions.

Benefits

Sage Accpac ERP enables automated voucher code assignment whereby the voucher number containing the state-specific serial coding is sequentially generated for a given batch. The secret code is randomly generated to ensure that tamper-proof, error-free vouchers reach the farmers.

The complete repository of information regarding the crops, their many varieties, the various districts and villages, and the many small and medium markets, is contained in the content management system that is constantly updated. Sage CRM is tightly integrated with the content management software so that the entire repository of information on crop varieties and local markets is available in the system at the time of activation. This also helps the executives validate information provided by the customer at the time of activation with the metadata that is reposed in the content management system, which also automatically shows up other relevant information such as the city that the farmer's taluka belongs to, the crops grown there etc.

Sage Accpac ERP integrated with Sage CRM has connected RML's front and back office operations, thus providing the company with total visibility and better control across their business. It has also ensured that the correct information reaches the farmer on time and customer grievances are addressed seamlessly.

Questions

- A) Describe the problems faced by RML to decide for implementing Sage ERP?
- B) What benefits realized for customer?

ORACLE JD EDWARDS AT FELSINEO

Company Profile

Felsineo operates in the Food Sector both in Italy and abroad. Founded in the 1940s, Felsineo was initially a small cured meat producer with a range of products. In the 1970s the focus shifted exclusively to mortadella (a large Italian sausage) and the company has become the market leader in Europe since the early 1990s. Felsineo unites the traditional aspects of this unique cured meat with the most advanced technology. The whole production process is analyzed, controlled, and verified on a day-by-day basis by internal systems and independent control structures. This highly sophisticated work method has allowed Felsineo to obtain top quality certifications at a European and global level: Vision 2000, BRC, IFS, ISO 22000, and ISO 14001.

Problem/Situation

Felsineo faced the following challenges:

- Renewing the technological hardware architecture and updating the JD Edwards release to the new version, 9.0
- Extending the use of the standard features of version 9.0 and removing customizations
- Achieving improved system performance and optimizing company resources
- Developing a more reliable, modern, and logical integration model with external systems

Solution and Implementation

Felsineo chose Sinfo One SpA, an Oracle Gold Partner, for implementation. The latest version (version 9) of the Oracle JD Edwards EnterpriseOne was used. Through several stages of inspection and a detailed design planning, the task was completed with reduced efforts and in a shorter time span. An extremely competent and cohesive work team and the involvement of key users have allowed Felsineo to achieve the set objectives without any problems. The solution included:

- Speeding up of all business processes with a particular focus on those related to dealing with client orders
- Implementation of a few specific JD Edwards EnterpriseOne 9.0 modules to replace customizations and external solutions (dual units of measurement, prices and discounts on sale orders, advanced batch management)
- Better integration with external systems and remote access through the application's web management
- Improvement in the quality and distribution of the main documents related to business processes (invoices, delivery, notes) through the use of Oracle BI Publisher, embedded in JD Edwards EnterpriseOne 9.0

Benefits

The benefits included:

- The management is in control of the entire process all the time
- The time-to-market has reduced
- The implemented solution is strategically important for Felsineo in that it acts as a guarantee for ensuring an extremely short time-to-market, typical of this sector

Questions

- A) Describe the scenario for deciding to go for ERP Oracle by Felcino
- B) Why Oracle –JD Edward chosen and what problem were solved?

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