

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA - SEMESTER-I • EXAMINATION – SUMMER • 2014

Subject Code: 2610002

Date: 16-06-2014

Subject Name: Enterprise Resource Planning

Time: 10:30 am - 01:00 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)** Answer the following questions. **07**
1. State true or false: “ERP is sub set of MIS”.
 2. FMCG stands for _____
 3. State true or false: “Data ware house is needed for data mining”.
 4. OLAP stands for _____
 5. State true or false: “ERP is just for manufacturing industry”.
 6. Just List any three ERP myths.
 7. CRM stands for _____
- (b)** Answer the following questions. **07**
1. Define ERP in brief?
 2. List any two intangible benefits of ERP
 3. What is BI?
 4. Define QM.
 5. List out names of ERP vendor.
 6. What is MRP? (Not Maximum Retail Price)
 7. What is OLTP?
- Q.2 (a)** Discuss risks involve in ERP **07**
- (b)** List and explain benefits of ERP. **07**
- OR**
- (b)** How one can find knowledge through data mining? Explain with example. **07**
- Q.3 (a)** Explain in detail functioning of Supply Chain Management. **07**
- (b)** Discuss how CRM plays a crucial role in ERP? **07**
- OR**
- Q.3 (a)** Explain ERP package selection process in detail. How it highly depend on the industry? **07**
- (b)** Explain ERP lifecycle implementation with implementation methodologies. **07**
- Q.4 (a)** Explain ERP maintenance. **07**
- (b)** Explain in detail ERP Security. **07**
- OR**
- Q.4 (a)** Explain how BI, DW and DM are useful in ERP. **07**
- Q.4 (b)** Define Business Process Reengineering, and when it needed? **07**
- Q.5 (a)** Differentiate ERP for Manufacturing Industry and ERP for Service Industry **07**
- (b)** An educational institute giant wants to implement ERP to fully computerize all its departments. i.e. Account, Examination, Academics, teaching scheme and methodologies etc. Writ your solution to this situation. **07**
- OR**
- Q.5 (a)** One leading mobile manufacturing company wants to implement ERP. It is also dealing in SIM card business through which it can provide service to the customer. How to implement a combination of ERP to serve the purpose to this company in both manufacturing as well as in service industry. **07**
- (b)** Compare and contrast ERP in Banks and Insurance companies. **07**
