

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA - SEMESTER-I • EXAMINATION – WINTER • 2015

Subject Code: 2610002

Date: 28-12-2015

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)** Define ERP. What is role of entrepreneur? Discuss with the suitable example. **07**
- (b)** Explain the following: **07**
- 1) What are common ERP myths?
 - 2) What are the reasons for business intelligence?
- Q.2 (a)** Discuss the various technologies which are needed to improve the capabilities of ERP system. **07**
- (b)** What do you mean by CRM? Discuss the functions of CRM. **07**
- OR**
- (b)** Explain the role of ERP in talent and performance management of employee. **07**
- Q.3 (a)** ERP financial application is broadly classified in four categories. Discuss each in detail. **07**
- (b)** Discuss challenges for service procurement in ERP. **07**
- OR**
- Q.3 (a)** “ERP system helps in managing global trade by managing four sets of processes”. Discuss each set of process. **07**
- (b)** How ERP supports quality management processes during procurement and goods receipt. Discuss. **07**
- Q.4 (a)** Explain OLAP. Discuss the various data warehousing tool capabilities. **07**
- (b)** Discuss the consumer product goods industry requirement from ERP solution. **07**
- OR**
- Q.4 (a)** “Retailers prefer Rollout Approach in implementing ERP than Big Bang”. Discuss. **07**
- (b)** Discuss the success factors in ERP implementation. **07**
- Q.5 (a)** Discuss the criteria for initial package screening. **07**
- (b)** Discuss the steps which are required to be followed in right sequence to make re-engineering effective. **07**
- OR**
- Q.5 (a)** What is activity based authorization. Explain with example. **07**
- (b)** Define measures of success is important in an ERP project, Discuss. **07**
