

GUJARAT TECHNOLOGICAL UNIVERSITYMCA- Ist SEMESTER-EXAMINATION – MAY/JUNE - 2012**Subject code: 2610002****Date: 30/05/2012****Subject Name: Enterprise Resource Planning (ERP)****Time: 02:30 pm – 05:00 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) Fill in the blanks. 07

- 1 ERP affects almost all organization irrespective of their _____, _____ and _____.
- 2 ROI stands for _____.
- 3 SOX compliance talks about restricting _____ authorizations in environment.
- 4 FSCM stands for _____.
- 5 MRO items have low _____ impact and low _____ impact.
- 6 Three basic sides to ERP management are _____, _____ and _____.
- 7 Interviewing is the part of ERP _____ management module.

(b) Give answer of the followings. 07

- 1 Define OLAP in five words.
- 2 What is the purpose of business modeling?
- 3 Give name of two tangible benefits of ERP.
- 4 What is BOM?
- 5 What are the fundamental components of CRM?
- 6 Define Information System.
- 7 What is the full form of SAP?

Q.2 (a) Discuss functional modules of ERP. 07**(b) Explain common myths of ERP. 07****OR****(b) What do you mean by Human capital management? Give difference between strategic and operational HR processes. 07****Q.3 (a) How ERP is useful for educational institute? 07****(b) How ERP does supports sales and services? What are the areas of quality management in sales and services? 07****OR****Q.3 (a) How ERP is useful in manufacturing industries? Discuss the way ERP addresses requirements of any one manufacturing company. 07****(b) What do you mean by Business Intelligence? Discuss functionalities of business intelligence tools. 07**

- Q.4** (a) Justify the statement “Finance is a highly integrated ERP module”. **07**
(b) Discuss the concept of OLTP and OLAP. **07**
- OR**
- Q.4** (a) Explain reasons for failure of an ERP investment. **07**
(b) Explain procurement maturity model. **07**
- Q.5** (a) What is data masking? Discuss benefits of data masking. **07**
Explain a data masking tool in brief.
(b) Discuss and compare different ERP implementation approaches. **07**
- OR**
- Q.5** (a) What is BPR? Explain the pros and cons of BPR. **07**
(b) Discuss RFP process of ERP package selection. **07**
