

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA Semester-IVTH Examination-May-2012

Subject code: 2840004

Subject Name: Enterprise Resource Planning

Date:18/05/2012

Time: 10:30 am – 01:30 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) What is Enterprise Resource Planning? List out the benefits (tangible and intangible) of ERP to an organization. **07**

(b) Discuss the journey of evolution of ERP systems. How does ERP system overcome the limitations of traditional information systems? **07**

Q.2 (a) Explain in detail the concept of Product Life Cycle Management. **07**

(b) State the main objectives of Data Mining. Which steps will you follow for Data Mining Process? **07**

OR

(b) Business Process Re-engineering is a pre requisite for the implementation of an ERP System. Comment in detail whether you agree or disagree. **07**

Q.3 (a) Discuss your opinion on: 'Supply Chain Management System makes SCM more efficient by helping companies to coordinate and control procurement, in production and inventory management, as well as in delivery of products and services.' **07**

(b) Do you think that Integration of ERP and SCM system is a critical, as each member of the supply chain may be having a different hardware and software? Why? **07**

OR

Q.3 (a) Explain the major ERP supported functions in organizations and its benefits. **07**

(b) Discuss the important parameters to be considered for preparing of ERP Systems for business organization? **07**

Q.4 (a) State the different ERP Implementation Strategies and explain advantages and disadvantages of Big Bang Strategy and Hybrid Strategy. **07**

(b) Elaborate on the difference between IaaS, PaaS and SaaS in the concept of Cloud Computing. **07**

OR

- Q.4** (a) State the major types of ERP Architecture. Explain Services (Object) Oriented Architecture. **07**
- (b) Explain the steps involved in selecting ERP Vendor? **07**
- Q.5** (a) What is On – Line Analytical Processing (OLAP). Why is OLAP important for business decisions? **07**
- (b) Explain different methods to reduce the employee’s resistance to change for effective implementation of ERP. **07**
- OR**
- Q.5** (a) Highlight the importance of monitoring and controlling in ERP implementation. **07**
- (b) Discuss the future of ERP systems with respect to growing small companies in country like India. **07**
