

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**MBA Semester-IV<sup>TH</sup> 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**

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