Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA – SEMESTER - I • EXAMINATION – WINTER 2012

Subject code: 2610002   **Date: 04/01/2013**

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)** **Give answer in a brief**   **07**
       1 Explain: Close loop MRP
       2 Discuss the components of CRM?
       3 What is payback parameter?
       4 Define Business Intelligence.
       5 What is Hedging?
       6 Define Business Process.
       7 What is On-Time Shipment?

     (b) **Fill in the blank**   **07**
       1 Business Engineering = _____ + _____
       2 ROI stands for _____
       3 GIS stands for _____
       4 MRO stands for _____
       5 OLTP stands for _____
       6 BOM stands for _____
       7 PLM stands for _____

Q.2 **(a)** Discuss the functionalities of OLAP and types of OLAP.   **07**
     (b) What is Data Mining? Discuss uses of Data Mining.   **07**
                            OR
     (b) Explain common myths of ERP.   **07**

Q.3 **(a)** Write down short note on Employee Health and Safety.   **07**
     (b) How ERP supports for Insurance companies?   **07**
                             OR
Q.3 **(a)** What are the areas of Quality Management during production?   **07**
     (b) Explain the concept of Perfect Order.   **07**

Q.4 **(a)** Explain a typical procurement cycle for a company with different   **07**
             activities.
     (b) Discuss the elements of Financial Accounting.   **07**
                             OR
Q.4 **(a)** Explain the capabilities of Workforce Scheduling module of ERP.   **07**
Q.4 **(b)** Explain different types of ERP security issues.   **07**

Q.5 **(a)** Explain reasons for success of an ERP investment.   **07**

     (b) What is CRM? Discuss the functions of CRM.   **07**
                             OR
Q.5 **(a)** Briefly explain the phases of BPR.   **07**
     (b) Discuss the Technological risks of ERP.   **07**

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