

Code: 14E00315

MBA III Semester Regular & Supplementary Examinations November/December 2017

ENTERPRISE RESOURCE PLANNING

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

PART – A

(Answer the following: (05 X 10 = 50 Marks))

- 1 Discuss the history and evolution of ERP. What are the technologies that are used to improve the capabilities of ERP system?
OR
- 2 What does business process reengineering mean? Also give its benefits and what are the different phases of BPR process?
OR
- 3 How BI enables organizations to make well-informed business decisions and brief on the techniques for integrating BI into business processes.
OR
- 4 What do you understand by OLAP and OLTP? Discuss the style of OLAP and how does one choose an OLAP style?
OR
- 5 Discuss different ERP modules and explain how ERP systems improve the performance of the organizations by integrating the different functional modules.
OR
- 6 How are supply chain and customer relationship applications integrated with ERP systems? And state the purpose of the integration.
OR
- 7 Discuss each ERP implementation phase and list out the activities to be performed in each phase and state the reasons for the failure of ERP implementations.
OR
- 8 "ERP project teams are formed not just for implementing ERP software but also for the ongoing maintenance required of an ERP system" justify the statement with a case example and brief on people involved in the ERP implementation project.
OR
- 9 Discuss how the ERP products of SAP, oracle and people soft are supporting the small & midsize enterprises in optimization of their business processes.
OR
- 10 Discuss the initiation of people soft and make a detailed note on oracle's people soft enterprise applications such as campus solutions, CRM, human capital management and service automation.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 Case Study:

ITM is a company specializing in network implementation and management. It provides networking services to mid-sized companies, which do not have an internal networking analyst or IT manager. These organizations include real estate companies, law offices, medical practices architectural / engineering firms, construction companies, business services providers, country clubs, community organizations and churches. ITM uses a legacy accounting system to handle its financial accounting and financial management functions. It has added on a billing package for client services. The next step is to obtain a CRM capability to manage information about current and prospective customers more effectively. You have been assigned to identify potential sources for a net-sourcing arrangement with an ERP vendor, which provides CRM capabilities.

Questions:

- (a) Identify potential sources of software?
- (b) Determine five criteria you will recommend be used to evaluate each of alternative providers.