

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

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

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA - SEMESTER– III EXAMINATION – WINTER 2019****Subject Code: 4539252****Date: 04-12-2019****Subject Name: Systems Analysis and Design****Time: 10:30 AM TO 1.30 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 Define following terms briefly: 14**

- (a) Structured English
- (b) JAD
- (c) Primitive DFD
- (d) Outsourcing
- (e) Normalization
- (f) Beta testing
- (g) Reverse engineering

- Q.2 (a) Explain the different phases in the SDLC and discuss what are the problems associated with traditional waterfall approach of SDLC. 07**
- (b) What do you mean by “System”? Discuss “Real” system & “Distributed” system in detail. Also discuss boundaries of an IS. 07**

**OR**

- Q.2 (b) What do you mean by requirement determination? Discuss various traditional methods for determining system requirements. 07**

- Q.3 (a) What is “Prototyping”? Explain difference between evolutionary and throwaway prototyping. 07**
- (b) Explain various contemporary methods for system development. 07**

**OR**

- Q.3 (a) Explain DFD & Context & level 0 diagrams with example. 07**
- (b) Describe various hardware devices for interacting with a system. Also interpret; “One device is always better than all other”? Why or why not? 07**

- Q.4 (a) What do you mean by decision table? And explain the steps in creating a decision table with an example. 07**
- (b) Define E-R modeling. Discuss Candidate keys & Identifiers with examples. 07**

**OR**

- Q.4 (a) What are the different approaches to installation? Explain the most expensive method and also discuss most risky method for the same? 07**
- (b) What is “System Analyst (SA)”? Discuss skills & responsibilities of SA. 07**

Q.5

Discuss the given case study with answers of following questions.

14

*Hershey's Chocolate Corporation*

The company was founded in late 1880. The brand name "Hershey Chocolate Corporation" was adopted in 1927 and, initially, it was a successful caramel-producing company. It was the first company that produced milk chocolate in America. With the passage of time, it focused only on chocolate production, and manufactured many innovative products. After the Second World War, it managed to export its products to 90 countries. In 2006, its sales reached 5 billion dollars, and employed over 14,300 people.

In 1996, with the aim of avoiding the familiar problems that could arise from their computational systems, due to the Y2K problems or the millennium bug, the administration of the company proceeded to the project "Enterprise 21." Its main purpose was to replace its systems with the ERP system SAP R/3. This replacement was due to be completed by April 1999. The new system would help reorganize the company's entrepreneurial operation, and provide data to suppliers and resellers, with a view to reducing storage and transportation costs, and providing better services to customers (Peperu and Gupta, 2008).

In July, 1999, orders dropped. Instead of 5 days, the company took 12 to deliver an order and, until August of the same year, the days went up to 15. The end result was that the company lost profits, credibility, and a prominent position on supermarket shelves (Peperu and Gupta, 2008). Yet, warehouses were full of products. In September, 2000, the company had 25% more merchandise in its warehouses than usual, but it failed to deliver it within time limit.

Due to its failure, Hershey's lost 150 million dollars, its share dropped by 8 units in a day (when the company recognized there was a problem), and lost 0.5% of its market share in 1999.

One of the basic problems that led to the failure of the project was that part of the system took some time to materialize, which had as a result that the company implemented the method Bing Bang in July, 1999. According to Gross (2011), there was a mistake in the selection of the project's time frame, as well as the period during which it would be implemented. This period collided with the time when the company received an onslaught of orders in view of Halloween in America. The huge volume of works did not allow for the necessary controls or the appropriate training of staff. Furthermore, the company used, apart from its warehouses—upon the initiative of staff—, some offices and external warehouses as temporary storage places—things that the system could not take into consideration. According to many, the failure was due to administrative errors.

After changing its administration, the company proceeded to a new project in 2000 in order to materialize an ERP system. This was complete ahead of schedule, cost 20% less than the initial estimate, and was crowned with success.

**Questions:**

1. According to you why initial project of ERP implantation failed?
2. If you were the manger, what precautions you should take before implementing any new software at your firm.

**OR****Questions:****14**

1. Discuss various advantages that company can get after successful implementation of an ERP system?
2. How can you use “Kurt Lewin’s Change Model” in this case? Briefly discuss.

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