Date: 24-May-2018

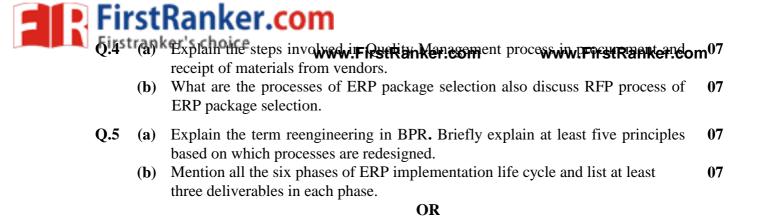


Subject Code: 2610002

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA – SEMESTER – I • EXAMINATION – SUMMER 2018

Su	bject	Name: Enterprise Resource Planning	
Tiı	me: (2.30 pm to 5.00 pm Total Marks: 70	
Inst	tructi		
		Attempt all questions.	
		Make suitable assumptions wherever necessary.	
	3.	Figures to the right indicate full marks.	
Q.1	(a)	Fill in the blanks.	
V.1	(4)	ERP affects almost all organization irrespective of their	
		, and	03
		2. ROI stands for	01
		3. SAP stands for	01
		4. OLAP stands for	01
		5. Interviewing is the part of ERP management module.	01
		J. Interviewing is the part of Ent	
	(b)	Answer the following:	07
		1. Comment on "ERP means More Work and Procedures"	
		2. Comment on "ERP will Make Many Employees Redundant and	
		Jobless"	
		3. Mention two tangible (Quantifiable) benefits of an ERP system.	
		4. Mention the four parameters based on which vendor evaluation is done.	
		5. Define inventory management.	
		6. Define recruitment management	
		7. Full form of RFP .	
Q.2	(a)	List various steps in Procurement Cycle and explain what support ERP provides	07
		in each step to make the process more efficient.	
	(b)	Define and explain CRM. Mention all the functions of CRM.	07
		OR	
	(b)	Explain the concept of Perfect Order and mention the list of problems that can	07
		occur in sales order fulfillment.	
Q.3	(a)	What is data masking? Discuss benefits of data masking and explain data	07
•	` '	masking tool in brief.	
	(b)	What do you mean by Business Intelligence? Discuss functionalities of business	07
		intelligence tools.	
		OR	
Q.3	(a)	What is Data Warehousing? Briefly explain the important characteristics and	07
		Components of Data Warehousing.	
	(b)	What do you mean by Human capital management? Give difference between	07
		strategic and operational HR processes.	
Q.4	(a)	How ERP is useful in manufacturing industries? Discuss the way ERP	07
		addresses requirements of any one manufacturing company.	
	(b)	Discuss the concept of OLTP and OLAP.	07
		OR	



Q.5

(a) Explain the benefits of ERP.

(b) Explain briefly 7 different reasons for failure of any ERP implementation.

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