GUJARAT TECHNOLOGICAL UNIVERSITY
MCA – SEMESTER – I • EXAMINATION – SUMMER 2018

Subject Code: 2610002   **Date: 24-May-2018**

Subject Name: Enterprise Resource Planning

Time: 02.30 pm to 5.00 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)**	Fill in the blanks.	
		1. 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**
	(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 in each step to make the process more efficient.	**07**
	(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 occur in sales order fulfillment.	**07**
Q.3	**(a)**	What is data masking? Discuss benefits of data masking and explain data masking tool in brief.	**07**
	(b)	What do you mean by Business Intelligence? Discuss functionalities of business intelligence tools.	**07**
		OR	
Q.3	**(a)**	What is Data Warehousing? Briefly explain the important characteristics and Components of Data Warehousing.	**07**
	(b)	What do you mean by Human capital management? Give difference between strategic and operational HR processes.	**07**
Q.4	**(a)**	How ERP is useful in manufacturing industries? Discuss the way ERP addresses requirements of any one manufacturing company.	**07**
	(b)	Discuss the concept of OLTP and OLAP.	**07**
		OR	

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Q.4 (a) Explain the steps involved in Quality Management process in procurement and receipt of materials from vendors. **07**

(b) What are the processes of ERP package selection also discuss RFP process of ERP package selection. **07**

Q.5 (a) Explain the term reengineering in BPR. Briefly explain at least five principles based on which processes are redesigned. **07**

(b) Mention all the six phases of ERP implementation life cycle and list at least three deliverables in each phase. **07**

OR

Q.5 (a) Explain the benefits of ERP. **07**

(b) Explain briefly 7 different reasons for failure of any ERP implementation. **07**

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