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Total No. of Pages : 03

Total No. of Questions : 15

MBA (2015 to 2017) (Sem.–3)

ENTERPRISE RESOURCE PLANNING

Subject Code : MBA-984

M.Code : 70762

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. What are the features of ERP systems?
2. Differentiate between Executive Support Systems and Decision Support Systems.
3. What is the relationship between Business Process Re-engineering arid Enterprise Resource Planning?
4. What are the limitations of Transaction Processing Systems?
5. What is meant by Supply Chain Management?
6. What is the significance of ERP in Public Sector Enterprise?

SECTION-B

UNIT-I

7. Discuss the reasons for growth of ERP Systems in India. Explain by citing examples
8. How can a business better serve its customers using the ERP systems? Explain by citing examples

UNIT-II

9. Discuss the benefits of Management Information Systems over Transaction Processing Systems. Explain by citing examples.

10. Compare Customer Relationship Management and Supply Chain Management. How are they similar? How are they different? In which functional areas do they have the most impact?.

UNIT-III

11. Write notes on the following modules of ERP :

    a. Plant maintenance

    b. Sales and distribution

12. Discuss the need of BPR in present competitive world. Explain by citing examples

UNIT-IV

13. How an organization can create conducive culture for smooth implementation of ERP package in that organization?

14. Discuss in detail the pre and post implementation issues related to ERP. Explain by citing examples.

SECTION-C

15. Solve the following case study :

Founded in 1985, Qualcomm, Inc. pioneered code division multiple access (CDMA), the foundation for third-generation (3G) communications devices, and continues to develop new voice, data, and wireless Internet products and solutions. The company created Qualcomm CDMA Technologies (QCT) in 1995 to provide manufacturers with hardware, software, tools and training, and technical support for CDMA wireless products. Qualcomm CDMA Technologies is the largest provider of 3G chipset and software technology in the world, with chipsets shipped to more than 50 customers and powering the majority of all 3G devices commercially available.

As more and more manufacturers worldwide adopt Qualcomm's CDMA standard, the company's supply chain has become increasingly complex. QCT's manufacturing model means that chips are manufactured around the world and then delivered to Customers worldwide. To support this complexity and anticipated growth. QCT decided to evaluate its supply chain applications to ensure that they could continue to meet the company's needs.

QCT needed a cost-effective way to interact with its Customers and suppliers. The applications QCT had been using were already heavily customized, and the process of interacting with customers was manually based and too slow to-be useful. The extensive customization made scaling the system prohibitively expensive and made upgrading very

difficult. QCT evaluated alternatives to its legacy software, and chose Oracle to manage complexity and make it easier for customers and suppliers to interact with the company.

Before evaluating alternatives to its legacy software, QCT first defined its strategy for improving both its relationship with customers and suppliers. The Company committed to timely responses to customer requests for quotes, order commitments and Status updates. QCT also decided to improve the visibility of its supply chain, improve flexibility and reduce lead-times. "*The value proposition and the business case were so clear that we were only interested in finding the perfect fit. Oracle offered the only real solution to our needs*," said Lisa Henderson, director of QCT information technology.

QCT implemented without customizations so that future upgrades will be fast and low-cost, and the out- of-the-box integration among the applications in Oracle E-Business Suite means QCT will be able to add more applications as needed without the cost of lengthy integration projects.

QCT has increased productivity by automating processes. For example, Oracle Procurement has eliminated manual processes, and the company has streamlined warehouse processes using the attribute- based picking rules of Oracle Warehouse Management.

The company has also gained greater understanding and control of its supply chain. With its integrated Oracle applications QCT has also reduced inventory throughout the supply chain and gains better information about supply and demand. In addition, QCT simulates supply forecasts much more effectively now that its applications are integrated.

With Oracle E-Business Suite Applications in place, QCT's customers have round-the-clock access to on¬line collaboration systems. Internal workflow efficiencies have allowed QCT to respond more quickly when customers request quotes. Because applications for different functional areas are integrated, QCT can make faster more accurate decisions about customer issues, such as credits. QCT is now in a stronger position to handle its expected growth.

Questions :

1. Discuss the problems faced by Qualcomm which led to implementation of ERP system.
2. Discuss the benefits achieved by Qualcomm on successful implementation of ERP System.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.