GUJARAT TECHNOLOGICAL UNIVERSITY
MCA - SEMESTER–I • EXAMINATION – WINTER • 2015

Subject Code: 2610002   **Date: 28-12-2015**

Subject Name: Enterprise Resource Planning

Time: 10:30 am - 01:00 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)**	Define ERP. What is role of entrepreneur? Discuss with the suitable example.	**07**
	(b)	Explain the following:	**07**
		1) What are common ERP myths?	
		2) What are the reasons for business intelligence?	
Q.2	**(a)**	Discuss the various technologies which are needed to improve the capabilities of ERP system.	**07**
	(b)	What do you mean by CRM? Discuss the functions of CRM.	**07**
		OR	
	(b)	Explain the role of ERP in talent and performance management of employee.	**07**
Q.3	**(a)**	ERP financial application is broadly classified in four categories. Discuss each in detail.	**07**
	(b)	Discuss challenges for service procurement in ERP.	**07**
		OR	
Q.3	**(a)**	"ERP system helps in managing global trade by managing four sets of processes". Discuss each set of process.	**07**
	(b)	How ERP supports quality management processes during procurement and goods receipt. Discuss.	**07**
Q.4	**(a)**	Explain OLAP. Discuss the various data warehousing tool capabilities.	**07**
	(b)	Discuss the consumer product goods industry requirement from ERP solution.	**07**
		OR	
Q.4	**(a)**	"Retailers prefer Rollout Approach in implementing ERP than Big Bang". Discuss.	**07**
	(b)	Discuss the success factors in ERP implementation.	**07**
Q.5	**(a)**	Discuss the criteria for initial package screening.	**07**
	(b)	Discuss the steps which are required to be followed in right sequence to make re-engineering effectives.	**07**
		OR	
Q.5	**(a)**	What is activity based authorization. Explain with example.	**07**
	(b)	Define measures of success is important in an ERP project, Discuss.	**07**

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