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**M. B. A. (Fourth Semester) Examination,  
April-May 2022**

**(New Scheme)**

**(Management Branch)**

**BUSINESS PROCESS RE-ENGINEERING  
and ERP (New)**

***Time Allowed : Three hours***

***Maximum Marks : 80***

***Minimum Pass Marks : 32***

***Note : Attempt all questions. Each questions carries  
8 maks each.***

**Unit-I**

1. (a) Explain the role of Information Technology in Reengineering.  
(b) With reference to an Tourism Industry as an example :

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- (i) Briefly outline the importance of Environment as part of BPR cycle.
- (ii) What are three processes which are commonly re-engineered?

**Or**

- (a) Explain the reasons for BPR project failure and success.
- (b) What aspect would you keep in mind while re-engineering a Manufacturing Organization? How does it vary from re-engineering a Service Organization? Discuss various metrics that must be used for establishing the benefitted of such Re-engineering.

### **Unit-II**

- 2. (a) Relate the merits of ERP and SCM.
- (b) What is supply chain management? How supply chain management is different from Logistic management.

**Or**

- (a) Discuss the importance of post implementation of phase of ERP implementation. How is it carried out.

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- (b) What is the impact of internet and World Wide Web on ERP products? How do you intergrate ERP and internet.

### **Unit-III**

- 3. (a) Why is ERP important to a company? List any three ERP implementation strategies and explain in detail.
- (b) What are the pre-purchasing activities in material management? List any two Indian ERP Software? What is Enterprise Application Integration.

**Or**

- (a) Explain the core functions of sales and distribution module of ERP system.
- (b) With a neat diagram, explain the process/activities of material management module of an ERP pacakage. How is this module used to improve the performance of an enterprise?

### **Unit-IV**

- 4. (a) What are the reasons for the explosive growth of the ERP market?
- (b) Execute the Gap Analysis phase of ERP implementation for a vary large manufacturing industry? Discuss the steps involved in this scenario.

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Or

- (a) Explain the Indian ERP Market and its dynamics.
- (b) How will you develop a business model for an enterprise and analyze its complexity? Illustrate with a suitable example such as Core Banking solution, etc.

#### Unit-V

5. (a) As the ASP Consultant responsible for implementing this functionality, taking the example of an Industrial Product, explain the Business Process of Customer Order Management with a flow diagram.
- (b) Describe the various Master Data that would require to be created and transactions to executed in ERP SAP system for completing the Customer Order Management Business Process.

Or

- (a) How can an ERP analyst improve the speed of an implementation?
- (b) Explain the Tolerances for Purchase Orders, Goods Receipt and Invoice Verification.