

333831(33)

BE (8th Semester)

Examination, April-May 2021

(New Scheme)

Enterprise Resource Planning (ERP)

Time Allowed : 3 hours

Maximum Marks : 80

Minimum Pass Marks : 28

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- Note :** (i) Part (a) of each question is compulsory. Attempt any **two** parts from (b), (c) and (d) of each question.
- (ii) The figures in the right-hand margin indicate marks.
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1. (a) Define ERP. [2]
- (b) Explain with examples the conceptual model of ERP and its evolution. [7]
- (c) What are the steps involved in ERP implementation? [7]
- (d) "Major cost of ERP is the implementation cost." Comment. [7]

2. (a) What do you mean by Gap Analysis? [2]
(b) Explain linkage between BPR, IT and ERP. [7]
(c) What is the role of external consultants in the ERP implementation project? [7]
(d) What is the composition of Executive Committee and what are the responsibilities hold by them? [7]
3. (a) Define 'Go-Live'. [2]
(b) What are the various reasons behind ERP failures? [7]
(c) What do you mean by Data Migration? Also explain data migration methods. [7]
(d) What are the risk factors in In-house ERP development project? [7]
4. (a) Explain data warehousing and data mining. [2]
(b) Compare CRM and SCM. How are they similar and how are they differ? [7]
(c) What are the different functional modules of an ERP system? [7]
(d) Explain functions, subsystems and features of the financial management. [7]

5. (a) What is BOM? [2]
- (b) What are ASAP from SAP and OBAs from Oracle? [7]
- (c) Imagine that you have been appointed the chief information officer of a start-up company that rents out DVDs via the internet. Write a proposal to the CEO highlighting the reasons why you need an ERP system. [7]
- (d) Assume you are the marketing manager for a large consumer product company and you need to launch a new marketing campaign. How can you convince your company of the value of using CRM and its what type to help with campaign? [7]
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