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**M. B. A. (Fourth Semester) Examination,
April-May 2021**

(New Scheme)

(Management Branch)

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

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

**Note : All questions are compulsory. Attempt any
two parts from each questions.**

Unit-I

1. (a) How technology like BPR can help organizations to understand their business functions better and there by facilitating more efficient business functioning. 8

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- (b) Briefly explain the BPR life cycle for any organization. 8
- (c) What do you mean by total quality management?
How it is different from BPR? 8

Unit-II

2. (a) Consider yourself as a project manager of an ERP project and explain how an ERP system is superior to a legacy system? 8
- (b) Write short notes on : 8
- (i) Supply Chain Management
- (ii) Customer Relationship Management
- (c) During the implementation of ERP in an organization, which type of resistance it can face? How you can solve them? 8

Unit-III

3. (a) How ERP can help the marketing department of an organization to forecast and attain better business performance? 8
- (b) Why all the functional units of an organization should be integrated with the ERP system? Which kind of problem you can face during the integration? 8

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- (c) Briefly explain how the E-commerce aspect of an organization can be managed with the ERP of the organization. 8

Unit-IV

4. (a) How ERP can help the BPO industry to excell in their operation? 8
- (b) Why marketing department of any organization should invest heavily in ERP. 8
- (c) What do you mean by E-Governance? How ERP can help in this regard. 8

Unit-V

5. (a) Briefly explain the modules of oracle responsible for the better functioning of an organization. 8
- (b) Write short notes on : 8
- (i) SARA
- (ii) SAP
- (c) "Selection of an ERP brand heavily depends upon its implementation history." Discuss with examples. 8

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