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Question Paper Code : X 90133

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2020
Third Semester
BA 7301 – ENTERPRISE RESOURCE PLANNING
(Regulations 2013)

Time : Three Hours   Maximum : 100 Marks

Answer ALL questions

PART – A   (10×2=20 Marks)

1. What are the benefits associated with Enterprise Systems ?

2. What are cross-functional integrated ERP systems ?

3. State the difference between Engineer to Order and Assemble to Order.

4. Name a few leading open source ERP vendors.

5. What is Project Management ?

6. Write short note on Gap analysis.

7. How Balanced Scorecard is used to success of ERP in an organization ?

8. Write two activities to be done in ERP maintenance phase.

9. What are the three fundamental components in CRM ?

10. What are the future trends in ERP systems ?

PART – B   (5×13=65 Marks)

11. a) Explain with examples the various modules of ERP.   (13)

(OR)

b) Explain how financial systems can be integrated with ERP.   (13)

12. a) How do you see the growth of Small to Medium Scale Enterprises that uses ERP system ? Explain. **(13)**

(OR)

b) What is Business Process Reengineering (BPR) ? Explain the different steps in implementing the BPR. **(13)**

13. a) Analyze the factors to be considered when selecting an ERP package. **(13)**

(OR)

b) Discuss the roles of Vendors, consultants and end users in ERP implementation. **(13)**

14. a) Illustrate the critical post-go-live activities that an organization has to do before it enters the stabilization period. **(13)**

(OR)

b) An ERP is an ongoing project and needs constant monitoring and management. What operation and maintenance activities to be performed in an organization so that the ERP system will yield the results. **(13)**

15. a) Describe the main functions of Supply Chain Management. **(13)**

(OR)

b) Explain the growth and popularity of internet and its impact on ERP system. **(13)**

PART – C   **(1×15=15 Marks)**

16. a) 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.

(OR)

b) How will you execute the Gap Analysis phase of ERP implementation for a very large manufacturing industry ? Discuss the steps involved in this scenario.

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