

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA INTEGRATED– SEMESTER VII- EXAMINATION –SUMMER-2022

Subject Code: 4470632**Date: 08/06/2022****Subject Name: Enterprise Resource Planning****Time: 02:30 PM to 05:00 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)** Do as directed: **07**
1. What is SCM?
 2. Data Mart is a _____ of Data Warehouse.
 3. What is GIS?
 4. OLAP Stands for _____.
 5. What is Data Masking?
 6. What is Business Intelligence?
 7. FMCG Stands for _____.
- (b)** What do you mean by Data Warehousing? Explain different characteristics of Data Warehousing. **07**
- Q.2 (a)** What do you mean by Inventory Management System? Explain it in detail with reference to ERP. **07**
- (b)** What is ERP? Describe various benefits of ERP in detail. **07**
- OR**
- (b)** What is CRM? Explain different components of CRM in detail. **07**
- Q.3 (a)** Discuss the common Myths related to ERP in detail. **07**
- (b)** Describe the various steps for ERP package selection. **07**
- OR**
- Q.3 (a)** Describe the role & importance of ERP in Quality Management. **07**
- (b)** Explain different phases of ERP implementation Life Cycle. **07**
- Q.4 (a)** Discuss the functionalities of Performance Management sub-system in Human Resource Management. **07**
- (b)** Discuss the importance of ERP in Educational Institution. **07**
- OR**
- Q.4 (a)** Explain sales order cycle with reference to ERP. **07**
- (b)** How ERP supports Automobile Industry? Explain it in detail. **07**
- Q.5 (a)** Discuss the various reasons for failure of ERP implementation. **07**
- (b)** Explain the role of ERP in Pharma Industry as a part of Manufacturing Industry. **07**
- OR**
- Q.5 (a)** What is Business Process Reengineering? Discuss the different phases of Business Process Reengineering. **07**
- (b)** How ERP is used in Service Industry? Discuss the usage of ERP in Telecom Sector. **07**
