GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - IV EXAMINATION - SUMMER 2025

Subject Code: 4549289   **Date: 03-06-2025**

Subject Name: Enterprise Resource Planning

Time: 10:30 AM TO 01:30 PM   **Total Marks: 70**

Instructions
1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.

		Marks
Q.1	ALL 7 Questions must be Compulsory.	**14**
(a)	Business Process	
(b)	Scalability	
(c)	Supply Chain Management	
(d)	Data Governance	
(e)	Data Security	
(f)	Critical Success Factors	
(g)	Data Management	
Q.2 (a)	Describe the term business architecture and its relevance in ERP implementation	**07**
(b)	Explain the concept of IT governance. How does it support effective IT decision-making in ERP-enabled organizations?	**07**

OR

(b)	Explain the differences between Make to Stock and Make to Order strategies with examples.	**07**
Q.3 (a)	What are the advantages of ERP?	**07**
(b)	What are the key trends currently shaping the global ERP markets?	**07**

OR

(a)	How does CRM integration improve customer engagement and service delivery?	**07**
(b)	What are the core functions of the Sales and Distribution module in ERP?	**07**
Q.4 (a)	Explain the concept of business process re-engineering and how ERP support it.	**07**
(b)	What is business process mapping and why it is important?	**07**

OR

(a)	Describe the major phases of the ERP implementation life cycle	**07**
(b)	Examine the key causes of ERP failure and suggest remedies	**07**

Q.5 Case Study

FreshGlow Cosmetics, a fast-growing beauty and skincare brand based in Ahmedabad, has built a strong presence on Instagram and YouTube through influencer marketing and user-generated content. As its online customer base surged during the pandemic, the company recognized the limitations of its traditional CRM, which primarily tracked email campaigns, website interactions, and call center data. To deliver a more seamless and real-time customer experience, FreshGlow decided to implement a social CRM strategy using HubSpot's CRM platform integrated with social channels like Instagram, Facebook, and Twitter (now X). The goal was to monitor customer sentiment, respond instantly to queries, and track product feedback across all platforms from a single interface.

FreshGlow also adopted social listening tools to capture trends and analyze competitor campaigns. The company used this insight to launch data-driven promotions and develop personalized product recommendations based on customer posts and engagement history. However, challenges emerged. The marketing team lacked experience in managing live social engagement, leading to inconsistent response times. Internal departments were still working in silos—customer service queries on Instagram were not always followed up by the sales team, and feedback collected from social channels rarely influenced product development. Moreover, the leadership struggled to quantify the return on investment (ROI) from its social CRM initiatives. While customer engagement increased, the impact on conversion rates and customer retention was unclear. Recognizing the gaps, FreshGlow's management began working on a plan to restructure its customer engagement team and define key performance metrics for social CRM efforts.

(a) What benefits did FreshGlow Cosmetics aim to achieve by integrating social media into their CRM system?   **07**

(b) Identify the main operational and organizational challenges FreshGlow faced during the implementation of its social CRM strategy.   **07**

OR

(a) How can FreshGlow restructure its customer engagement team to improve response time and align social media insights with product development?   **07**

(b) What metrics should FreshGlow use to measure the ROI of its social CRM efforts?   **07**

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