

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA INTEGRATED - SEMESTER-VII EXAMINATION WINTER-2018

Subject Code: 4470632**Date: 27-11-2018****Subject Name: Enterprise Resource Planning****Time: 10.30 am to 1.00 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)** Write a short note on- **07**
- (i) ERP
 - (ii) Function of CRM
 - (iii) Business Intelligence
 - (iv) Name one ERP vendor(1)
- (b)** Write a short note on- **07**
- (i) OLAP
 - (ii) SCM
 - (iii) Business Process re-engineering(BPR)
 - (v) Data Masking(1)
- Q.2 (a)** Implementation of ERP is costly game, in a similar way what are the various myths related to ERP? **07**
- (b)** How ERP is an integrated information system? Describe risks associated with ERP. **07**
- OR**
- (b)** Explain various intangible benefits of ERP. **07**
- Q.3 (a)** What do you understand by Data mining? **02**
Write down the steps of Data mining. **05**
- (b)** How ERP plays an important role in financial management. **07**
- OR**
- Q.3 (a)** Write four important characteristics of Data Warehouse. **03**
Discuss the advantages of implementing Data warehouse. **04**
- (b)** Is ERP helpful for managing inventory, if yes then how? **07**
- Q.4 (a)** List down various methodologies for ERP implementation. Explain Big bang methodology, its advantages and limitations. **07**
- (b)** What factors do you consider while selecting ERP package? **07**
- OR**
- Q.4 (a)** Explain the critical activities of Pre-implementation stage of an ERP project. **07**
- (b)** Discuss the various reasons for success and failure of ERP implementation. **07**
- Q.5 (a)** Explain how ERP supports automobile industries. **07**
- (b)** What is the importance of ERP in healthcare industries? **07**
- OR**
- Q.5 (a)** Discuss the role of ERP for FMCG industries. **07**
- (b)** How ERP contributed to the telecom sector for survival? **07**
