

GUJARAT TECHNOLOGICAL UNIVERSITY**MCA Integrated- SEMESTER– VII EXAMINATION – WINTER 2019****Subject Code: 4470632****Date: 22/11/2019****Subject Name: Enterprise Resource Planning****Time: 10:30 AM TO 01:00 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) Define MRP II.
 - 2) List any 2 people risks.
 - 3) SAP stands for _____.
 - 4) ERP stands for _____.
 - 5) Define BI.
 - 6) Define FMCG products.
 - 7) BOM stands for _____.
- (b) Discuss myths involved in ERP project Implementation. 07**
- Q.2 (a) What is CRM? Discuss all components of CRM in detail. 07**
- (b) Define the term BPR. Explain all reengineering phases in detail. 07**
- OR**
- (b) Discuss the concept of datawarehousing. Explain all datawarehousing components in detail. 07**
- Q.3 (a) How ERP is used for manufacturing industry? Explain usage of ERP for Pharma industry. 07**
- (b) Explain ERP usage for Telecom and Bank sector in detail. 07**
- OR**
- Q.3 (a) Explain ERP solutions for Auto industry in detail. 07**
- (b) Justify the statement. Usage of ERP system in retail industry makes whole process efficient. 07**
- Q.4 (a) Discuss ERP lifecycle along with project pre-implementation phase. 07**
- (b) Explain reasons of success and failure for ERP implementation project in detail. 07**
- OR**
- Q.4 (a) i) Discuss any 3 ERP solutions for healthcare industry 03**
- ii) Which process risks are encountered while implementating ERP system in an organisation? 04**
- (b) Discuss ERP package selection process in detail. 07**
- Q.5 (a) How ERP is used to automate recruitment process? Explain in detail. 07**
- (b) Discuss sales order cycle in terms of ERP. 07**
- OR**
- Q.5 (a) Justify the statement. ERP makes procurement cycle more efficient. 07**
- (b) List and explain ERP financial applications in detail. 07**
