

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER III – EXAMINATION – WINTER 2021

Subject Code: 1539605

Date: 21/02/2022

Subject Name: Business Process Integration

Time: 10:30 am to 1:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Question Text and Description	Marks
Q.1	Definitions (a) Goods receipt (b) Silo effect (c) Vendor Master (d) Enterprise Systems (e) Production planning (f) OLAP (g) Assets & Liabilities	14
Q.2	(a) Define business process. Elaborate the key business processes with example.	07
	(b) Explain ERP. Elaborate on the different types of data in ERP with examples	07
OR		
	(b) Distinguish between Financial accounting & Management accounting	07
Q.3	(a) Explain the key organizational data in financial accounting and the relationships between them.	07
	(b) Discuss the four basic categories of master data that are utilized during the procurement process.	07
OR		
Q.3	(a) Explain the different steps in the procurement process in terms of their triggers, required data, tasks completed, and outcomes.	07
	(b) List and explain the master data associated with the fulfillment process.	07
Q.4	(a) Explain the function of a bill of materials in the production process.	07
	(b) Differentiate between Make to Stock vs Make to Order strategy	07
OR		
Q.4	(a) Briefly describe the steps in the production process in terms of triggers, data, tasks, and outcomes.	07
	(b) Identify the key reports available in warehouse management and the significant information found in these reports.	07

Q.5

CASE STUDY:

In 2001, Cisco Systems was selling huge amounts of their key networking products, driven largely by the dot-com boom. Cisco was having a difficult time keeping up with the demand for their products due to severe shortages of raw materials, so they had placed double and triple orders for some parts with their suppliers to “lock up” the parts. In addition, they had accumulated a “safety stock” of finished goods based on optimistic sales forecasts. When the Internet boom started to crash, however, orders began to taper off quickly. Even more damaging for Cisco, the company was unable to communicate the drop in demand through their organization so that they could reduce their production capacity to sell off their “safety stock” of finished goods and also reduce the amount of raw materials they were purchasing to reduce their supply buffer. This mismatch between lower demand, substantial inventories of raw materials, and excessive production capacity ultimately forced Cisco to write off more than \$2.5 billion of excess inventory from their books in 2001—the largest inventory write-off in history.

(a) Explain how material planning is one of the complex processes in an organization. **07**

(b) What alternatives would you suggest Cisco to avert the crisis it faced? **07**

OR

Q.5 (a) Explain the importance of Inventory & warehouse management. **07**

(b) Elaborate on the importance of integration of all business processes. **07**
