

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER –III-EXAMINATION – WINTER-2023

Subject Code:1539605**Date: 05-12-2023****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1 Define Following terms. 14**
- (a) ERP
 - (b) Data Warehouse
 - (c) OLAP
 - (d) Business Processes
 - (e) Assets & Liabilities
 - (f) Management Accounting
 - (g) Enterprise Systems
- Q.2 (a) Explain ERP and types of various Data in ERP with example. 07**
- (b) Explain key business processes in detail. 07**
- OR**
- (b) Briefly explain various types of reporting with respect to Enterprise System. 07**
- Q.3 (a) Explain the difference between financial accounting and management accounting. 07**
- (b) Explain the master data associated with the procurement process. 07**
- OR**
- Q.3 (a) Write a note on master data associated with accounting process. 07**
- (b) Discuss fundamental aspects of procurement process. 07**
- Q.4 (a) What is the importance of fulfillment process? Elaborate fundamentals of fulfillment process. 07**
- (b) Define the four types of goods movements in Inventory Management. Provide an example of each type. 07**
- OR**
- Q.4 (a) Briefly describe the steps in the production process in terms of triggers, data, tasks, and outcomes. 07**
- (b) Differentiate between Make to Stock and. Make to Order strategy. 07**

Q.5

CASE STUDY:

When the Covid-19 pandemic subsides, the world is going to look markedly different. The supply shock that started in China in February 2020 and the demand shock that followed as the global economy shut down exposed vulnerabilities in the production strategies and supply chains of firms just about everywhere. Temporary trade restrictions and shortages of pharmaceuticals, critical medical supplies, and other products highlighted their weaknesses. Those developments, combined with the U.S.-China trade war, have triggered a rise in economic nationalism. As a consequence of all this, manufacturers worldwide are going to be under greater political and competitive pressures to increase their domestic production, grow employment in their home countries, reduce or even eliminate their dependence on sources that are perceived as risky, and rethink their use of lean manufacturing strategies that involve minimizing the amount of inventory held in their global supply chains.

Yet many things are not going to change. Consumers will continue to want low prices (especially in a recession), and firms won't be able to charge more just because they manufacture in higher-cost home markets. In addition, the pressure to operate efficiently and use capital and manufacturing capacity carefully will remain merciless.

- (a) Explain how material planning is one of the complex processes in an organization. **07**
- (b) Discuss the major challenges the manufactures are facing with respect to production and fulfillment process. **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**
