

GUJARAT TECHNOLOGICAL UNIVERSITY**BE- VIIth SEMESTER-EXAMINATION – MAY/JUNE- 2012****Subject code: 171605****Date: 29/05/2012****Subject Name: Enterprise Resource Planning****Time: 02:30 pm – 05:00 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) What is ERP? Explain the benefits of ERP in detail. **07**
(b) What are the different phases of ERP implementation Life cycle. Explain any 5 phase in detail. **07**
- Q.2** (a) What is the difference between E-Commerce and E-Business? Write 10 Golden Rules for E-Business **07**
(b) Explain MRP, MRP-II, DRP in detail. **07**
- OR**
- (b) What is Product Data Management? How does it help any organization? Which departments get benefit of it? **07**
- Q.3** (a) Explain the following functions in detail: Pre-purchasing activities, Purchasing and Inventory Management. **07**
(b) Explain the various subsystems of Plant Maintenance System. **07**
- OR**
- Q.3** (a) Explain FAS, Controlling and Treasury subsystems of the Finance System. **07**
(b) Explain the functions of Quality Management Module. What is the difference between CAQ and CIQ? How CIQ plays important role in ERP packages? **07**
- Q.4** (a) Explain the importance of Application Integration and architecture of E-Business. **07**
(b) Explain Business as well as Technical considerations for developing CRM. **07**
- OR**
- Q.4** (a) What is CRM? Why is it required for any business? Explain CRM architecture in detail. **07**
(b) Write short note on Data Warehousing, Data Mining and OLAP. Is there anything common between Data Warehousing and Data Mining? **07**
- Q.5** (a) What is Supply Chain Management? Why is it required for any business? Explain Supply Chain Management architecture in detail. **07**
(b) Write the differences between Data Processing System, Management Information System, Decision Support System. **07**
- OR**
- Q.5** (a) What is Selling Chain Management? Why is it required for any business? Explain Selling Chain Management architecture in detail. **07**
(b) Explain Business Modelling and Integrated Data Model in detail. **07**
