

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MCA – SEMESTER - I • EXAMINATION – WINTER 2012

Subject code: 2610002

Date: 04/01/2013

Subject Name: Enterprise Resource Planning (ERP)

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) Give answer in a brief** **07**
- 1 Explain: Close loop MRP
 - 2 Discuss the components of CRM?
 - 3 What is payback parameter?
 - 4 Define Business Intelligence.
 - 5 What is Hedging?
 - 6 Define Business Process.
 - 7 What is On-Time Shipment?
- (b) Fill in the blank** **07**
- 1 Business Engineering = _____ + _____
 - 2 ROI stands for _____
 - 3 GIS stands for _____
 - 4 MRO stands for _____
 - 5 OLTP stands for _____
 - 6 BOM stands for _____
 - 7 PLM stands for _____
- Q.2 (a) Discuss the functionalities of OLAP and types of OLAP.** **07**
- (b) What is Data Mining? Discuss uses of Data Mining.** **07**
- OR**
- (b) Explain common myths of ERP.** **07**
- Q.3 (a) Write down short note on Employee Health and Safety.** **07**
- (b) How ERP supports for Insurance companies?** **07**
- OR**
- Q.3 (a) What are the areas of Quality Management during production?** **07**
- (b) Explain the concept of Perfect Order.** **07**
- Q.4 (a) Explain a typical procurement cycle for a company with different activities.** **07**
- (b) Discuss the elements of Financial Accounting.** **07**
- OR**
- Q.4 (a) Explain the capabilities of Workforce Scheduling module of ERP.** **07**
- Q.4 (b) Explain different types of ERP security issues.** **07**
- Q.5 (a) Explain reasons for success of an ERP investment.** **07**
- (b) What is CRM? Discuss the functions of CRM.** **07**
- OR**
- Q.5 (a) Briefly explain the phases of BPR.** **07**
- (b) Discuss the Technological risks of ERP.** **07**
