

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code

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Fourth Semester MBA Degree Examinations, Sept/Oct 2023

ENTERPRISE RESOURCE PLANNING

Duration: 3 hrs

Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Question No. 1 to 7.**2. Question No. 8 is compulsory**3. Missing data, if any, may be suitably assumed*

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1.	a. Define the term i. ERP ii. IRP iii. EDI	03	(2 :1 : 1)
	b. What is the role of supply chain management in today's mixed mode manufacturing enterprise? Explain with the support of inventory management, warehouse management, import/export management?	07	(3 :1 : 1)
	c. What do you understand by integrated functionality in enterprise and cross enterprise functionality? How is each one of them achieved?	10	(2 :2 : 2)
2.	a. Define Business Engineering and discuss the significance of business engineering?	03	(2 :2 : 1)
	b. Explain the linkage between BPR, IT, and ERP.	07	(3 :2 : 2)
	c. Draw the business model for an organization with which you are familiar. Identify the major processes and entities, and show them in figure.	10	(1 :3 : 1)
3.	a. Whose responsibility is it to carry out ERP implementation?	03	(2 :3 : 1)
	b. Enlist the general problems faced during implementation of ERP and the solutions for it.	07	(3 :3 : 1)
	c. How is the strategy of selecting an ERP solution related to Business/Corporate strategy? Elaborate using company scenario.	10	(1 :4 : 2)
4.	a. Define the terms i. PDM ii. MRP iii. Shop floor	03	(2 :4 : 2)
	b. Discuss IFS/AVALON ERP package.	07	(3 :4 : 2)
	c. Draw a matrix showing functionality provided by the various prominent (at least three) ERP packages.	10	(2 :5 : 2)
5.	a. What do you understand by the term competitive advantage?	03	(3 :5 : 2)
	b. Draw the diagram to describe ERP marketing process including ERP sales cycle	07	(3 :5 : 2)
	c. Describe about Managing the ERP Marketing Strategy Process.	10	(2 :1 : 1)
6.	a. Discuss Business Engineering with Information Technology.	03	(2 :2 : 2)
	Why is Integrated Data Model is considered the heart of an ERP system? Explain	07	(2 :1 : 1)
	Draw the neat diagram for general model for ERP and Explain all quadrants?	10	(3 :1 : 1)

7. a. Explain with the help of an example, the concept of Customization. **03** (2 :3: 1)
- b. Rank the various ERP packages in the order of their market share. In your opinion is “ERP domain shrinking or expanding”? Give reason to the answer. **07** (2 :4 : 2)
- c. Discuss the applications of SAP R/3 system. **10** (3 :4 : 2)

8. **Case Study (Compulsory)**

- a. Discuss the case study to highlight the benefits of ERP Implementation? **10** (3 :1 : 1)
- b. What are the steps involved in an ERP implementation? Is ERP implementation same as ERP package implementation? Give reasons for your answer. **10** (3 :3 : 1)

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