
Third Semester

DBA 7304 — ENTERPRISE RESOURCE PLANNING

(Common to All Branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

2. What do you understand by the term ‘Closed-loop MRP’?
3. What is ‘Business Logic’ in ERP perspective?
4. List out the common sub-systems of a HR Module of an ERP system.
5. What do you understand by ‘Analytical Hierarchical Process’?
6. What is ‘Data Migration’ process of an ERP system?
7. List out the steps involved in the maintenance of the ERP Systems.
8. When does an ERP system is considered as an ‘Ideal ERP System’?
9. Why the Demand Chain and Supply Chain has to be decoupled?
10. What is Business Analytics?

PART B — (5 × 13 = 65 marks)

11. (a) Discuss elaborately the ‘evolution phases’ of Enterprise Resource Planning (ERP) right from 1960s to till date. (13)

Or

(b) Explain the following with suitable examples wherever necessary:
   (i) Risks and benefits of ERP for Firms. (7)
   (ii) Cross Functional Integrated ERP Systems. (6)
12. (a) Explain the various criteria to be met and possessed by an ERP system, when proposed for the small and medium enterprises. (13)

Or
(b) Explain the following with suitable examples wherever necessary:
(i) Material management module of an ERP system (components). (7)
(ii) Business process management techniques. (6)

13. (a) Using a flow diagram, explain the various ‘Phases’ involved in the ERP implementation life cycle. (13)

Or
(b) Explain with suitable examples, the eight areas in which the hidden costs are incurred leading to budget overrun, while implementing ERP. (13)

14. (a) Explain the following with suitable examples wherever necessary:
(i) Industrial impact of ERP (Elements and sub-elements). (6)
(ii) Maintenance of ERP (Steps and components). (7)

Or
(b) With relevant points and suitable examples, describe the various factors and sub-factors that determine the success of ERP implementation. (13)

15. (a) Explain the following with suitable examples wherever necessary:
(i) ERP for fleet management and trading domains (key features). (7)
(ii) Benefits of ‘CRM Software’ as a module of CRM in ERP. (6)

Or
(b) Explain the following with suitable examples wherever necessary:
(i) ERP system architecture. (6)
(ii) Future trends in web-enabled ERP. (7)

PART C — (1 × 15 = 15 marks)

16. (a) Glomove is a Singapore based premier MNC, Involved in the design, manufacturing, global marketing and selling of its high demand products such as Footwear, Sports shoes, apparels, equipment etc right from 2006. This profit making firm decided to adopt ERP in 2014 and fully implemented the ERP system by 2015 in its many modules say CRM, Manufacturing, HR. SCM, FICO etc by renowned ERP Vendors. Initially ERP was seen as a success, but of late especially after July 2016, the firm’s customer attrition, operating cost etc are increasing whereas the sales volume has come down. Having invested huge capital in ERP implementation and maintenance the firm is now puzzled and want to identify the probable failure factors responsible for this ERP debacle. The
A firm has approached you and in your assumed role as a ERP Management Consultant prepare and present the firm with a ‘Generic Report’ incorporating the most probable factors, possible avenues (both Internal and external) along with any other solid reasons for the ERP failure, as identified by you. You may assume relevant data for this case, but the same needs mention in the report. Justify your report with valid points as well as your valuable suggestions for the Firm to overcome the debacle.

Or

(b) You have recently joined as Technology Consultant in a leading Chennai based automobile firm that manufactures various models of passenger Cars and three wheelers right from 2007. This profit making firm plans to streamline its main business process, i.e., its manufacturing process through ERP adoption. Now, your GM instructs you to prepare and present a ‘Manufacturing Process cum Data Model’ for your firm, which will be treated as a Blueprint for streamlining your firm. Your ‘Process cum Data Model’ should provide the following:

(i) Representative list of various core processes and their brief description in an ideal automobile manufacturing company like your firm and

(ii) Representative list of various Entities and their brief description, for forming a ‘Data Model’ that is suitable for a manufacturing company like your firm. Justify your report with charts providing valid information on processes and relevant Data.
(From Academic Year – 2015 – New Question Paper Pattern)
Third Semester
DBA 7304 – ENTERPRISE RESOURCE PLANNING
(Common to All Branches)
(Regulations 2013)
Time: Three hours Maximum: 100 marks
Answer ALL questions.

PART A — (10 × 2 = 20 marks)
1. What is the main goal while designing the ERP Software?
2. How will an ERP system improve customer satisfaction and goodwill?
3. What is the connection between ERP and MRP?
4. Can organizations succeed without an ERP system?
5. What is the role of company management in the implementation of the ERP system?
6. What is Data Migration?
7. What are the activities of the post-implementation phase?
8. Why is top management support important for the success of ERP implementation?
9. How does SCM help to share data and get instincts with business partners?
10. What is technology – enabled selling?

PART B — (5 × 13 = 65 marks)
11. (a) Discuss the issues to be considered in planning, design and implementation of cross functional integrated ERP systems.

Or

(b) “ERP systems allow simultaneous access to the same data for planning and control”. Discuss.
12. (a) How does BPR help in streamlining the work process and achieving significant levels of improvement in quality, time management and cost?

Or

(b) Discuss the evolution of BPR. Why have so many BPR projects failed?

13. (a) Discuss the roadmap for a successful ERP implementation.

Or

(b) Describe the data migration process. What are the electronic migration methods and what are its advantages and limitations?

14. (a) Discuss the reasons for the failure of ERP implementations.

Or

(b) How do improper planning, budgeting and choice of the wrong tool affect the implementation? Explain.

15. (a) Discuss the transformation of SCM from battlefield to business.

Or

(b) Discuss the role and importance of customer relationship management in today’s business environment.

PART C — (1 × 15 = 15 marks)

16. (a) “Companies need a well-thought out and comprehensive process that will help to plan, guide and control the entire ERP implementation effort”. Discuss.

Or

(b) Discuss the common myths about ERP and find practical solutions for dispelling them in your organization.

Third Semester

DBA 7304 – ENTERPRISE RESOURCE PLANNING

Common to All Branches

(Regulations 2013)

Time: Three hours

Maximum: 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Distinguish between MRP and MRP II.

2. List any four popular ERP solutions.

3. What is Business Process Reengineering?

4. What is GAP analysis?

5. Classify consultants.

6. State the significance of Data Migration.

7. What are the activities involved in Post Implementation of ERP?

8. Mention any four industrial impact of ERP implementation.

9. What is Extended ERP?

10. What are the scope of Business Analytics?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the benefits resulting from an ERP implementation with suitable example.

Or

(b) Discuss the issues to be considered in planning, design and implementation of cross functional integrated ERP systems.
12. (a) Explain with neat diagram the major modules in an ERP system and explain the Material management function module.

Or

(b) What are the objectives of Business Process Reengineering and explain the financial Accounting function module?

13. (a) Explain the ERP Implementation methodologies with illustration.

Or

(b) Explain with neat diagram the different phases of the ERP implementation life cycle.

14. (a) What are the factors that are critical for the success and failure of the ERP implementation?

Or

(b) Explain the importance of ERP maintenance and support services throughout the life cycle after implementation.

15. (a) Explain Future trends on ERP and its impacts.

Or

(b) Most companies today have made significant investments in information technology systems. Write a case study of Integrating ERP, CRM and SCM creates a single view of organizational profitability.

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(Regulations 2013)

Time: Three hours

Maximum: 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define ERP.
2. What are the risks involved in ERP?
3. What do you mean by BPR?
4. What are the benefits of ERP modules?
5. What is meant by ERP implementation life cycle?
6. Define data migration?
7. State the industrial benefits of ERP.
8. What is the organizational impact of ERP implementation?
9. Define CRM.
10. What is business analytics?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the fundamental technologies of ERP.

Or

(b) Discuss the various issues to be considered in planning ERP systems.
12. (a) Give an account of different types of ERP modules.
       Or
(b) Describe the Business Process Management.

13. (a) Explain the logic and purpose of various stages in ERP implementation.
       Or
(b) Write down the procedure for selection of ERP system.

14. (a) Explain the factors, tools and procedure for maintaining ERP system.
       Or
(b) Enumerate the various factors involved in success and failure of ERP implementation in an organization.

15. (a) Discuss the evolution and future trends in ERP systems.
       Or
(b) Explain in detail the impact of wireless technologies on ERP with suitable examples.
M.B.A. DEGREE EXAMINATION, AUGUST 2015.
Third Semester
DBA 7304 — ENTERPRISE RESOURCE PLANNING
(Common to All Branches)
(Regulations 2013)
Time: Three hours
Maximum: 100 marks
Answer ALL questions.
PART A — (10 × 2 = 20 marks)

1. What are the objectives of ERP?

2. Write a short note on ERP applications in Human Resources.

3. What is the impact of cost while implementing ERP?

4. Why Domain Knowledge of Supplier is significant?

5. Explain principles of Kaizen Method.

6. State the role of Stearing Committee.

7. How do you control inventory though ERP?

8. What is Demand Chain?

9. What is Cloud Computing Service?

10. What are the advantages of wireless ERP?
PART B — (5 x 16 = 80 marks)

11. (a) Discuss the issues to be considered in Planning and Design for ERP.

Or

(b) 'Implementation of Cross-Functional Integrated ERP system is critical' – Discuss.

12. (a) Explain the concepts of ERP software solutions in detail, with an example.

Or

(b) Elaborate the criteria for selection and practice of ERP system in small and medium enterprise.

13. (a) 'Success of ERP is depends on the change management and implementation' – Comment.

Or

(b) Discuss on Post Implementation issues in quality of management.

14. (a) Elucidate the ERP trend in the global scenario.

Or

(b) Explain failure factors of ERP implementation.

15. (a) Discuss the significances of web enabled ERP for dotcom companies.

Or

(b) Draw Conceptual Diagram of Supply Chain related to retail supermarket.
M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2015

Third Semester

DBA 7304 – ENTERPRISE RESOURCE PLANNING

(Common to all branches)
(Regulations 2013)

Time: Three hours

Maximum: 100 marks

Answer ALL questions.

PART A — (10 x 2 = 20 marks)

1. Define ERP.
2. What are the limitations of ERP?
3. What do you mean by BPR?
4. Define Normalization.
5. Define Data migration.
6. What is ERP implementation.
7. What are the failure factors of ERP?
8. Define End user training.
9. What is CRM?
10. Define SCM.

PART B — (5 x 16 = 80 marks)

11. (a) Describe the fundamental technology of ERP.

Or

(b) Discuss the various business area that are covered by ERP.
12. (a) Discuss different types of ERP modules.

Or

(b) Explain various methods of business process reengineering.

13. (a) Describe the methodology followed in ERP implementation.

Or

(b) Differentiate between ERP and SCM.

14. (a) Explain the modules in an ERP system.

Or

(b) Elucidate the future prospects of ERP systems.

15. (a) Give an account of various extended ERP systems.

Or

(b) Discuss the future trend in ERP systems.