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M.B.A. SEM–IV / M.B.A.(HR) SEM–IV (2016 COURSE) CBCS : SUMMER - 2018

SUBJECT : ENTERPRISE BUSINESS APPLICATIONS

Day : **Wednesday** **S-2018-1851** Time : **02.00 PM TO 05.00 PM**
Date : **23/05/2018** Max. Marks : 60

N.B.

1) Attempt any **THREE** questions from Section – I. Each question carries 10 marks.
2) Attempt any **TWO** questions from Section – I. Each question carries 15 marks.
3) Answers to both the sections should be written in **SEPARATE** answer book.

SECTION – I

Q.1 Elaborate the concept of Enterprise Resource Planning. State its advantages.

Q.2 Explain the following concepts along with suitable examples.
a) Supply Chain Management
b) Decision Support System

Q.3 Discuss the functionalities included in financial module and production planning and control module of the Enterprise Resource Planning software.

Q.4 List and elaborate the steps in project planning and implementation of Enterprise Resource Planning software.

Q.5 Write short notes on any **TWO:**
a) OLAP (Online Analytical Processing)
b) Issues in Enterprise Resource Planning implementation
c) Role of MIS(Management Information System)
d) Examples of Customer Relationship Management (CRM)

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SECTION – II

Q.6 Explain in detail the Business Process Engineering process for an automobile manufacturing company.

Q.7 **a)** What is the criteria for selection of Enterprise Resource Planning software.

b) Discuss the quality standards achieved by implementation of Enterprise Resource Planning software in manufacturing industry. Give suitable example.

Q.8 Write a detail review of any two Enterprise Resource Planning packages used in services industry.

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