

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)
M.B.A. SEM - IV : WINTER :- 2021
SUBJECT: ENTERPRISE BUSINESS APPLICATIONS

Day : Monday
Date 7/3/2022

W-22052-2021

Time : 02:00 PM-05:00 PM
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 –II. Each question carries 15 marks.
 - 3) Answers to both the sections should be written in **SAME** answer book.
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SECTION-I

- Q.1** Elaborate the evolution of ERP (Enterprise Resource Planning) system. What are the reasons for growth of ERP system? **(10)**
- Q.2** Define Data mining and explain importance and applications of Data Mining in brief. **(10)**
- Q.3** Discuss the functionalities of Human Resource Management module and Sales and Distribution module in the ERP software. **(10)**
- Q.4** Explain the following concepts along with suitable examples: **(10)**
i) Customer Relationship Management
ii) Decision Support System
- Q.5** Write short notes on any **TWO** of the following: **(10)**
a) ERP Market
b) Data Warehousing
c) Maintenance of ERP software
d) Selection of ERP package

SECTION-II

- Q.6** List and elaborate the steps in project planning and implementation of ERP software. **(15)**
- Q.7** What is Supply Chain Management? Explain the importance of Supply Chain Management with an example in manufacturing Industry. **(15)**
- Q.8** “Quality standards are achieved using ERP software in an organization”. Justify with suitable example. **(15)**

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