

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

**Day : Monday**  
**Date 7/3/2022**

**W-22371-2021**

**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.

**SECTION-I**

- Q.1** Elaborate the evolution of ERP (Enterprise Resource Planning) system. What (10)  
are the reasons for growth of ERP system?
- Q.2** Define Data mining and explain importance and applications of Data Mining (10)  
in brief.
- Q.3** Discuss the functionalities of Human Resource Management module and Sales (10)  
and Distribution module in the ERP software.
- 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 (15)  
software.
- Q.7** What is Supply Chain Management? Explain the importance of Supply Chain (15)  
Management with an example in manufacturing Industry.
- Q.8** “Quality standards are achieved using ERP software in an organization”. (15)  
Justify with suitable example.

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