

MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)
M.B.A. Sem - IV :SUMMER- 2022
SUBJECT : ENTERPRISE BUSINESS APPLICATIONS

Day : Tuesday
Date : 21-06-2022

S-15470-2022

Time : 02:00 PM-05:00 PM
Max. Marks : 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks
 - 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
 - 3) Answers to Both the sections to be written in **SAME** answer books.
 - 4) Draw a labeled diagram WHEREVER necessary.
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SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

Discuss the various risks associated with the planning, implementation, operation and maintenance of ERP (Enterprise Resource Planning) system.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

What are the advantages of the various technologies that are used to improve the capabilities of ERP system?

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

How are supply chain and customer relationship applications integrated with ERP system?

Q.4) Answer the following: Attempt ANY ONE (10 Marks X 1 = 10 Marks)

- a) Discuss the various tasks that should be performed before an ERP implementation.
- b) What are the various activities of the operation and maintenance phase?

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Business Functions and Business Processes
- b) Product Life Cycle Management(PLM)
- c) Sub-systems of ERP-Finance module
- d) ERP vendors

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

Present a case to convince a prospective customer about the suitability of your ERP product in his business environment.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

SARMED handles the management of any type of consumer goods, from small objects to light commercial vehicles by providing a full range of logistics and vertical 3PL (Third Party Logistics) services that cover the entire supply chain. Moreover, the company specializes in the study, design, construction and development of warehouse complexes and cargo centers built to meet tailor made requirements. SARMED holds several ISO certificates verifying the quality of its provided services and operations. The company invests in innovation and technology and always seeks to improve its efficiency and

productivity. SARMED uses a WMS (Warehouse Management System) system with limited accounting and financial functionality. Besides, as the company's activities grow year by year the company needs an integrated ERP and CRM system for handling its human resources, projects, documents, and all operations that arise from managing and allocating resources, time and supplies to projects. As the company has daily transactions with many transportation companies, it has a vast amount of incoming documents on a constant basis that need to be imported fast to its corporate system and handled by its salespeople promptly. SARMED needs to be able to import, access, analyze and keep track of updated information related to the management of accidents during transportations, sales and maintenance offers, claims, warehouses and human resources from a unified point of reference for all of its offices around Greece at any given time. The near future plan for SARMED, is to integrate in its corporate processes an all-inclusive customer support system and a fully functional B2B portal for its partners and clients, where information will be available promptly and in a secure environment.

Which ERP would ideally suit SARMED considering the details given above?

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

Pity the college freshman at the University of Massachusetts in fall 2004: The last thing they needed was some computer program to haunt their lives and make their new collegiate experience even more uncertain. More than 27,000 students at the University of Massachusetts as well as Stanford and Indiana University were forced to do battle with buggy portals and ERP applications that left them at best unable to find their classes and at worst unable to collect their financial aid checks. Said one UMass senior at the time: "The freshmen were going crazy because they didn't know where to go." After a couple of tense days and weeks, however, everyone eventually got their checks and class schedules.

You as a consultant, suggest a suitable solution to this problem with practical reasons.
