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MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)

M.B.A. Sem - IV : WINTER- 2022

SUBJECT : ENTERPRISE BUSINESS APPLICATIONS

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 21-12-2022

W-15470-2022

Max. Marks : 60

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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 SEPARATE 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 importance of ERP (Enterprise Resource Planning) to any company.

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

Explain the linkages between BPR (Business Process Reengineering), IT and ERP.

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

What are the various resources an ERP has to optimize? Why is Integrated data Model considered the heart of an ERP system?

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

- a) What are the technological, operational and business reasons for implementing ERP?
- b) What are the challenges faced by the organizations during ERP implementation?

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

- a) Risks of ERP
- b) Data Mining and Data Warehousing
- c) Sub-systems of ERP-Manufacturing module
- d) Parallel Transition strategy

SECTION - II

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

Discuss a case study to highlight benefits resulting from an ERP implementation.

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

Schneider Packaging Equipment Company manufactures a complete line of case and tray packing equipment, along with robotic and gantry palletizing systems offering complete “end-of-line” solutions. An ISO 9001 company, Schneider’s years of experience allows for development of realistic commitments to ensure on-time deliveries. Their equipment is designed to operate around the clock year after year with minimal maintenance. According to Pete Squires, Vice President of the 135-person company, “Our solutions are engineered to customer order. We want a system which will substantially reduce our workload, particularly in the areas of purchasing, receiving and part tracking, allowing our engineers to concentrate on customer solutions directly in the field.”

What would have been an ideal solution to the above case?

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

ABC Ltd. Manufactures pressure cookers and cookware in its plants at Mumbai, Hoshiarpur and Jaunpur (UP). ABC is the biggest manufacturer of cookware in India and exports its products to more than 60 countries including the Middle East, Europe, USA and South East Asia. The manufacturing process is discrete manufacturing. A pressure cooker passes through more than 15 shops during which aluminium sheets are converted into pressure cookers. A large number of operations are carried out of various sizes, shapes and models of pressure cookers and kitchenware. It is a household name in India because of its quality products, excellent dealer and service network and easy availability of spares. ABC uses a legacy system in UNIX and DOS for purchase, store and accounts.

Suggest a suitable ERP to ABC and state its advantages.
