

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER –IV-EXAMINATION – SUMMER-2022**

Subject Code: 4549289

Date: 22-07-2022

Subject Name: Enterprise Resource Planning

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Question Text and Description	Marks
Q.1	Definitions: (a) Change management (b) ERP (c) Marketplace (d) CRM (e) Supply Chain (f) Agility (g) Quality management	14
Q.2	(a) Evaluate the functionality that ERP systems deliver, and assess their functionality for the benefit of the organization.	07
	(b) Analyze IT & business risks associated with it. Explain how IT has led to innovation in businesses.	07
<b>OR</b>		
	(b) Explain the importance of IT in decision making & governance.	07
Q.3	(a) Write a short note on Make to Stock & make to order cycles	07
	(b) Mention various modules of ERP & explain any one in detail.	07
<b>OR</b>		
Q.3	(a) Explain ERP. Elaborate on conceptual model of ERP.	07
	(b) Write short note on the below functional modules of ERP: i) Sales & Distribution ii) HRM	07
Q.4	(a) Write a note on integration of ERP, Supply chain & CRM systems.	07
	(b) Explain ERP Implementation Life Cycle in detail.	07
<b>OR</b>		
Q.4	(a) Write a note on business process mapping & re-engineering	07
	(b) List the causes of ERP failure with examples.	07

**Q.5**

**CASE STUDY:**

Fulton & Roark, a retailer of men's grooming products, is an example of a successful ERP implementation. Prior to upgrading to full-featured ERP, the North Carolina-based business tracked its inventory in a spreadsheet and its financial data in desktop accounting software, Sage Live. When the company began doubling sales year-over-year, leadership felt its current processes weren't keeping up. Spreadsheets couldn't account for changing inventory costs, and the accounting software didn't have the workflows necessary to record the cost of goods sold (COGS), an important financial metric.

As a result, the Fulton & Roark team did double data entry—manually. To centralize all work in one place, the company's co-founders implemented NetSuite ERP. After a three-week implementation process, changes were immediate, according to team members. Finally, the Fulton & Roark team was able to:

- i) Catch and correct bookkeeping mistakes related to inventory.
- ii) Stop working with external accountants, growing both unit and dollar volumes significantly with no extra headcount.
- iii) Increase sales roughly 50% year-over-year without increasing headcount.
- iv) Get a more accurate picture of margins and inventory, which helped grow its ecommerce operation.

(a) What are the key take ways from the above case in terms of ERP implementation? **07**

(b) Mention the strategies & CSF for successful ERP implementation **07**

**OR**

**Q.5** (a) Explain the difficulties faced by organizations in the absence of ERP solutions. What alternatives do such organizations have apart from ERP implementation? **07**

(b) Elaborate on the importance of integration of all business processes using ERP systems **07**

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