

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA- SEMESTER - IV-EXAMINATION- SUMMER-2023

Subject Code: 4549289

Date: 23/06/2023

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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Do as directed: (a) What are the business risks in IT? (b) Define business architecture. (c) Define CRM. (d) How Supply Chain works? (e) What is the importance of Business intelligence? (f) Define Plant Maintenance (g) What do you mean by E commerce?	14
Q.2	(a) What is an enterprise? How ERP System helps enterprise to function more effectively	07
	(b) Explain the importance of IT in decision making & governance.	07
OR		
	(b) Explain the ERP Package evaluation and selection process.	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
OR		
Q.3	(a) What are the subsystems of the Finance module of an ERP package? Explain the function of each of these subsystems.	07
	(b) Briefly explain how will you Justify ERP in India	07
Q.4	(a) Write a note on ERP Implementation Life Cycle.	07
	(b) Explain various Strategies for Successful ERP Implementation.	07

OR

- Q.4** (a) Enlist the Advantages of ERP. Also brief about Causes of ERP Failure **07**
(b) What is a Role of Consultants, Vendors and Employees in ERP? **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) Write a note on future directives in ERP **07**

OR

- Q.5** (a) How use of open source ERP tool will be helpful for orienting students to ERP? **07**
(b) Elaborate on the importance of integration of all business processes using ERP systems **07**
