



[3780] – 410

M.C.A. (Semester – IV) (Management Faculty) Examination, 2010
BME6 – 416 : ENTERPRISE RESOURCE PLANNING
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

- Instructions :** 1) Q.1 and Q.6 are **compulsory**.
2) Solve **any three** questions from Q. 2 to Q. 5
3) Figures to **right** indicate **full marks**.

1. Write a detail report about a manufacturing company, describing how the ERP system implementation has improved the company's operations. Look especially for improvements that have come as a result of better coordination between different business functional areas (Marketing, Sales, Production and so forth). **20**
2. a) Discuss the concept of Business Process Re-engineering (BPR) in brief. **5**
b) What are the various resources an ERP has to optimize ? How does intelligent resource planning help this ? **5**
3. a) List and compare the available popular ERP systems in the market. **5**
b) Explain the critical success factors for an ERP implementation. **5**
4. a) How can an organization use ERP implementation to obtain competitive advantages ? Explain with an appropriate example. **5**
b) Discuss the ERP scenario in service based industry. **5**
5. a) Explain the ERP implementation methodology in brief. **5**
b) A hospital is having a non integrated information system. List five potential problems that might result from that system. State your assumptions clearly. **5**
6. Write short notes on **any four** of the following : **20**
 - a) OLAP
 - b) CRM
 - c) ESS
 - d) MIS
 - e) Data Mining.

B/1/10/965