



62236

Reg. No.

--	--	--	--	--	--	--	--

III Semester M.B.A. (Day/Evening) Degree Examination, March/April - 2021
MANAGEMENT

Enterprise Resource Planning
(CBCS Scheme 2019-20)

Paper : 3.6.3

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer ALL the sections.

SECTION - A

Answer any **Five** questions. Each question carries 5 marks.

(5×5=25)

1. List out the benefits of ERP.
2. Outline the functions of quality management.
3. Write a short note on supply chain management.
4. Give an overview of the data migration process.
5. Name a few leading open source ERP vendors.
6. Highlight the scope of Business Analytics.
7. Give an account of various extended ERP Systems.

SECTION - B

Answer any **Three** questions. Each question carries 10 marks.

(3×10=30)

8. Discuss the evolution phases of ERP right from 1960s to date.
9. Explain the functions of the Sales and Marketing module of ERP system.
10. Discuss the components and advantages of DSS.
11. Explain the different phases in the ERP implementation lifecycle.

[P.T.O.]

62236

(2)

SECTION - C

(Compulsory question)

(1×15=15)

12. CASE STUDY

Glomove is a Singapore based premier MNC, Involved in the design, manufacturing, global marketing and selling of its high demand products such as Footwear, Sports shoes, apparels, equipments etc. right from 2006. This profit making firm decided to adopt ERP in 2014 and fully implemented the ERP system by 2015 in its many modules say CRM, Manufacturing, HR, SCM, FICO etc. by renowned ERP Vendors. Initially ERP was seen as a success, but of late especially after July 2016, the firm's customer attrition, operating cost etc. are increasing whereas the sales volume has come down. Having invested huge capital in ERP implementation and maintenance the firm is now puzzled and want to identify the probable failure factors responsible for this ERP debacle. The 3 BS2119 firm has approached you and in your assumed role as a ERP Management Consultant prepare and present the firm with a 'Generic Report' incorporating the most probable factors, possible avenues (both Internal and external) along with any other solid reasons for the ERP failure, as identified by you.

You may assume relevant data for this case, but the same needs mention in the report. Justify your report with valid points as well as your valuable suggestions for the Firm to overcome the debacle.
