

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

CLASS: MBA
BRANCH: MBA

SEMESTER : III
SESSION : MO/18

SUBJECT: MBA3055 ENTERPRISE RESOURCE PLANNING

TIME: 3.00 HOURS

FULL MARKS: 60

INSTRUCTIONS:

1. The question paper contains 7 questions each of 12 marks and total 84 marks.
 2. Candidates may attempt any 5 questions maximum of 60 marks.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1 Discuss ERP and its usefulness in Industry. Work out a 'flow model' of ERP as an enterprise integration application. [8+4]
- Q.2 Describe Network structure of ERP system. Discuss Process modeling for ERP system. [6+6]
- Q.3 "ERP system integrates separate business functions across with limitations" - Justify it as industrial view point. Discuss how Business Process Reengineering and Data Warehousing will lead 'business integration'. [4+8]
- Q.4 Define Customer Relationship Management. Discuss its benefits in the line of four categories of Market share, Customer satisfaction, Profit margin and Return to stakeholders. [4+8]
- Q.5(a) Discuss features and functions of Online Analytical Processing (OLTP). [6]
- Q.5(b) "Evolution of SCM from battlefield to business is aligned with the development of ERP systems" - justify the above statement with real life business applications. [6]
- Q.6(a) Define ABC Control as a technique of 'Selective Inventory Control'. Carry out ABC control technique for the following data and inference management decision: [6]

Items	Units	Unit Price(Rs.)	Items	Units	Unit Price(Rs.)
1	700	5.00	7	6000	0.20
2	2400	3.00	8	300	3.50
3	150	10.00	9	30	8.00
4	60	22.00	10	2900	0.40
5	3800	1.50	11	1150	7.10
6	4000	0.50	12	410	6.20

- Q.6(b) Define EOQ. A contractor has to supply 10,000 paper cones per day to a textile unit. He finds that when he starts a production run, he can produce 25,000 paper cones per day. Cost of holding a paper cone in stock for one year is 2 paisa and set up cost of production run is Rs. 18. How frequently should the production run be made? [2+4]
- Q.7(a) Discuss in related to control and maintenance of ERP system. [3x4]
- a. Wilson's basic EOQ Model in Inventory Control.
 - b. Production Planning
 - c. Sales and Distribution

:::::14/12/2018:::::M