(6 pages)

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M.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023

Second Semester

Commerce – Core

ENTERPRISE RESOURCE PLANNING (ERP)

(For those who joined in July 2021–2022)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. What is the heart of any ERP System?
   (a) Information (b) Employees
   (c) Customers (d) Database

2. Who are the primary users of SCM Systems?
   (a) Sales. Marketing. Customer Service
   (b) Accounting finance, Logistics, Production
   (c) Customers, resellers, partners. suppliers, distributors
   (d) Manufacturers, retailers, Middlemen, Consumers

3. EIS stands for
   (a) Executive Interaction System
   (b) Executive Interconnecting System
   (c) Executive Information System
   (d) Executive Instrumental System

4. Identify the commercial ERP from the following
   (a) ERP9
   (b) Microsoft Dynamics AX
   (c) Compiere
   (d) Fisterra

5. ETO means
   (a) Engineer – to - Order
   (b) Engineer – to - Offer
   (c) Enterprise – to - Order
   (d) Enterprise – to – Offer

6. MIS is a computer-based system that optimises _____ of information throughout an organisation
   (1) Collation (2) Collection
   (3) Transfer (4) presentation
   (a) 1,2 and 3 (b) 1,3 and 4
   (c) 1, 2 and 4 (d) 1,2,3 and 4

7. The three major activities associated with ERP inventory management are
   (1) Identifying inventory requirements
   (2) Customising information
   (3) Monitoring item usage
   (4) integrating the inventory balances
   (a) 2,3,4 (b) 4,1,2
   (c) 1,3,4 (d) 3,2,1

8. The fundamental concept of production management and control is
   (a) BOM (b) MRP
   (c) ERP (d) MRP II

9. The most common operating system for running CRM software
   (a) UNIX (b) Windows NT
   (c) Windows Vista (d) Windows XP

10. The module that supports the entire sales and purchase process is
    (a) Sales Management
    (b) Order Management
    (c) Purchase Management
    (d) Master Data Management

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Briefly explain the implementation methodologies for ERP Software.

Or

   (b) Give a brief account of the three ERP packages

12. (a) Enumerate the rose of IT in Business process reengineering (BPR).

Or

   (b) Give short notes on Business Process Integration.

13. (a) Give a list of the different elements of Supply Chain Management.

Or

   (b) Explain the impact of Supply chain management in the purchasing function of an organisation.

14. (a) How will you set the goals of CRM?

Or

   (b) What are the Elements of Customer Experience Management?

15. (a) Differentiate Big Bang Vs. Phased — identification of modules.

Or

(b) Discuss the key differences between Back Office and Front Office.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Critically evaluate the tangible and intangible benefits of ERP.

Or

(b) Distinguish between MRP and ERP.

17. (a) Explain in detail the technological implementation of ERP.

Or

(b) Elucidate ERP Modifies and their features

18. (a) Enumerate various BPR methodologies in practice.

Or

(b) Give a summary of Legacy Systems.

19. (a) Elaborate the SCM process in detail.

Or

(b) Discuss the role of hardware and software devices in SCM.

20. (a) Explain in detail the components of CRM.

Or

(b) Give a detail account of CRM Technology in the modern business

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