

(EI-II - Enterprise Resource Planning) Q. P. Code : 727000

Total Marks: 80

(3 Hours)

N.B

1. Question No.1 is compulsory
2. Solve any three questions from the remaining questions
3. Assume suitable data if required

- 1 a. Explain SCM and CRM with respect to ERP. 5
b. Explain various transition strategies in ERP implementation. 5
c. What are tangible and intangible benefits of ERP? 5
d. How does BPR differ from TQM? 5
- 2 a. What are the elements of CRM? Explain each in brief. Also explain e-CRM. 10
b. What are the main variants of E-Procurement? Also discuss the advantages of adopting E-Procurement. 10
- 3 a. Explain what you mean by ERP? Give advantages of ERP. Discuss the future of ERP systems. 10
b. Discuss risk management in an ERP implementation? Explain the role played by consultant during the implementation of ERP? 10
- 4 a. Explain Business model and integrated data model with example. 10
b. List the main variants of E-Procurement. Also discuss the advantages of adopting E-Procurement. 10
- 5 a. How to manage the direct mail system? What is the power of communication of direct mail as compared with other communication instruments over the years? 10
b. List and explain the phases of ERP implementation. 10
- 6 Write short on any four 20
 - a. E-Business Supply Chain
 - b. Business Process Reengineering
 - c. Supply Chain Management
 - d. Importance of security for ERP systems
 - e. Contribution of ERP to Indian Industrial sector

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