

BE (-VII) ST | CBAs | 20/11/18

Time: 3 hours

Marks: 80

- Note: 1. Question No. 1 is compulsory.
 2. Attempt any three out of remaining five.
 3. Assume suitable data if required.

- 1. a. What is business modeling? 20
 b. How does BPR differ from TQM?
 c. Define Lead time and Cycle time.
 d. Explain the concept of SCM.
- 2. a. What are the popular modules in an ERP system? 10
 b. What is ATO and how it is different from ETO. 10
- 3. a. What are the elements of CRM? Explain each in brief. Also explain e-CRM. 10
 b. Explain evolution of ERP w.r.t. MRP, MRP II. 10
- 4. a. List the main variants of E-Procurement. Also discuss the advantages of adopting E-Procurement. 10
 b. What is JIT? List Benefits of JIT. Also list potential pitfalls of JIT. 10
- 5. a. What are the different phases of ERP implementation lifecycle? 10
 b. What is the purpose of gap analysis and how are the gaps fixed? 10
- 6. Attempt any four 20
 - a. CRM
 - b. Impact of internet on ERP products
 - c. Buy vs. Build for ERP software.
 - d. EIS
 - e. OLAP
