

**Navrachana University**  
**School of Business & Law – BBA Program**  
**End Semester Examination November - 2017**  
**3<sup>rd</sup> Year (Semester-V)**  
**Enterprise Management System (IT-302)**

Date: 30-11-2017

Marks: 40

Time: 1:00 PM to 3:00 PM

**Instructions:**

- *All the questions are compulsory*
- *Figures on the right indicates total marks*

**Q.1 Do as Directed****[20]**

- (a) Define : (i) EMS (ii) CRM
- (b) Write full form of : (i) ROL (ii) MRP
- (c) ERP means more work and procedures. Justify.
- (d) List down BPR principles.
- (e) Discuss sub-modules of production.
- (f) Write in brief sub-systems of marketing module.
- (g) What are the factors to keep in mind while selecting ERP Package?
- (h) What is build phase in ERP process?
- (i) List down industry requirement for pharma ERP
- (j) Write down ERP solutions for Retail.

**Q.2 Answer the following (Any Four)****[20]**

- (a) Discuss SAP R/3 modules and its advantages.
- (b) List down all the phases of ERP implementation and explain any four in brief.
- (c) Why Sales and Distribution module is key to organizations success? Explain in detail its modules and sub-modules.
- (d) What are the key modules, sub-modules and functionality requirement in ERP for Education Institutions? List down various types of reports generated.
- (e) List down disadvantages of using ERP. How we can overcome it?