

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION MAY 2017  
(Sixth Semester)**

Branch - **BUSINESS ADMINISTRATION (IS)**

**ENTERPRISE RESOURCE PLANNING**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks (10 x 2 = 20)

- 1 State the characteristics of ERP.
- 2 What is extended ERP?
- 3 List the role of consultant in ERP implementation.
- 4 What is feasibility study?
- 5 Define re-engineering.
- 6 Why data conversion is crucial in ERP implementation?
- 7 What is QAD?
- 8 Define crystal reports?
- 9 What is e-commerce?
- 10 Interpret the E I A implementation Pitfalls.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Outline the potential benefits and challenges in ERP implementation.  
OR  
b Elucidate the evolution of ERP with illustrations.
- 12 a Explain the function of vendors in ERP implementation.  
OR  
b Enumerate the guidelines for ERP implementation.
- 13 a Discuss the significance of business engineering.  
OR  
b Explain the need and importance of re-engineering.
- 14 a Analyse the benefits of J.D Edwards ERP packages.  
OR  
b Explain the categories of oracle software applications.
- 15 a Write note on the importance of relationship marketing in ERP.  
OR  
b Define EIA and detail the elements of EIA.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Evaluate the issues to be considered in planning, design and implementation of cross functional ERP systems.
- 17 Examine the ERP implementation life cycle for a manufacturing company and explain the challenges in implementation.
- 18 “BRP is radical change, rather than incremental change” - Critically evaluate this statement.
- 19 Elaborate the functional modules of SAP R/3 with illustrations.
- 20 Explore the future trends of ERP in the present digital era.