

Exam Date & Time: 29-Sep-2020 (10:00 AM - 01:45 PM)



## PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

**BBA DEGREE EXAMINATION MAY 2020**  
(Sixth Semester)

**Branch - BUSINESS ADMINISTRATION (INFORMATION SYSTEMS)**  
**ENTERPRISE RESOURCE PLANNING [14ISU30]**

**Marks: 75**

**Duration: 210 mins.**

### SECTION A

**Answer all the questions.**

- 1) Define ERP. (2)
- 2) What are the features of extended ERP? (2)
- 3) Who are consultants and give their role? (2)
- 4) List any four benefits of ERP implementation. (2)
- 5) What is meant by BPR? (2)
- 6) Define Business Engineering. (2)
- 7) List out two vendors of ERP. (2)
- 8) Write a short note on SAP R/3 application. (2)
- 9) How ERP used in CRM? (2)
- 10) How the ERP systems enabled with internet? (2)

### SECTION B

**Answer all the questions.**

- 11) What are the scope of ERP? (5)
  - a) [OR] Write down the impact on implementing ERP systems in organization. (5)
  - b)
- 12) Describe roles of vendors and consultants in ERP implementation. (5)



- a)  
[OR] List out the hidden costs in ERP implementation. (5)  
b)
- 13) Explain the significance of business Engineering. (5)
- a)  
[OR] List out the principles of BPR. (5)  
b)
- 14) Classify the features of SAP module. (5)
- a)  
[OR] Describe SAP R/3 applications and its ERP package in India. (5)  
b)
- 15) Write the ERP marketing strategy process. (5)
- a)  
[OR] What are the reasons for the explosive growth of the ERP market? (5)  
b)

### SECTION C

**Answer 3 out of 5 questions.**

- 16) State the various business modules in ERP system. (10)
- 17) List out the top ten failure factor of ERP implementation. (10)
- 18) Explain the major components involved in business process reengineering. (10)
- 19) Explain the role of ERP vendors in India. (10)
- 20) What are the role of ERP's in gaining competitive advantage? Explain. (10)

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