

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BBA DEGREE EXAMINATION DECEMBER 2019  
(Sixth Semester)

Branch - BUSINESS ADMINISTRATION (INFORMATION SYSTEM)

**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 Define enterprise resource planning.
- 2 State the advantages of ERP over MRP.
- 3 Why ERP implementation is always problematic?
- 4 What is pre-evaluation and post evaluation?
- 5 What is business process re-engineering?
- 6 What is radical redesign?
- 7 List the top players of ERP market.
- 8 What is SAP agile methodology?
- 9 Define relationship marketing.
- 10 What are the future trends in ERP?

**SECTION - B 125 Marks)**

Answer ALL Questions

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

- 11 a Enumerate the role of ERP in the present business trend.  
OR  
b Detail the major benefits of ERP.
- 12 a Elaborate the role of ERP vendors.  
OR  
b Write a note on the hidden costs in ERP implementation.
- 13 a Discuss the objectives of BPR.  
OR  
b Discuss the issues in implementation procedure of BPR.
- 14 a Categorize the components of BAAN ERP modules.  
OR  
b Write a note on QAD ERP applications.
- 15 a Outline the role of relationship marketing in an ERP environment.  
OR  
b Elucidate the relationship between ERP and e-commerce.

**SECTION - C (30 Marks!)**

Answer any THREE Questions

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

- 16 “Having ERP in India is like an investment that most business houses look up to”.-  
Elucidate this scenario and Justify.
- 17 Elaborate the ERP implementation life cycle and brief the essential requirements  
of successful implementation..
- 18 “BRP is world-wide applicable technique of business restructuring focusing on  
business processes”-Explain the BPR Methodology.
- 19 Examine the SAP ERP business modules with illustrations.
- 20 Elaborate ERP acquisition process model in Indian market perspective.