BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

USN [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]   Course Code [2][2][M][B][A][D][A][4][0][3]

Fourth Semester MBA Degree Examinations, October/November 2025

ENTERPRISE RESOURCE PLANNING

Duration: 3 hrs   **Max. Marks: 100**

*Note: 1. Answer any **FOUR** full questions from Question No. 1 to 7.*
*   2. Question No. 8 is compulsory*
*   3. Missing data, if any, may be suitably assumed*

Q. No		Question	Marks	(RBTL:CO:PO)
1	a.	Define the terms (i) ERP (ii) IRP (iii) EDI	03	(1 :1 : 1)
	b.	Discuss a case study to highlight both tangible and intangible benefits of ERP.	07	(2 :1 : 1)
	c.	Draw the neat diagram for general model for ERP and explain all the quadrants.	10	(3 :1: 1)
2.	a.	Define business engineering and discuss the significance of business engineering?	03	(2 :2 : 2)
	b.	Discuss about the major resources of any enterprise and how they should be managed effectively.	07	(2 :2 : 1)
	c.	Identify the management concerns towards the ERP implementation in an organization.	10	(3 :2 : 2)
3.	a.	What are the precautions to be taken by all the people involved in ERP implementation?	03	(1 :3 : 1)
	b.	List and discuss the general problems faced during implementation of ERP and the solutions for it.	07	(3 :3: 1)
	c.	Demonstrate the ERP implementation guidelines by considering suitable case study.	10	(3 :3: 1)
4.	a.	Write the short notes on : (i) Indian ERP package (ii) The arrival of ERP III	03	(1 :4 : 2)
	b.	List and explain some of the applications of BAAN IV.	07	(2 :4 : 2)
	c.	Draw a matrix showing functionality provided by the various prominent (at least three) ERP packages.	10	(2 :4 : 2)
5	a.	What do you mean by competitive advantage? How to achieve?	03	(2 :5 : 2)
	b.	Describe about managing the ERP marketing strategy process.	07	(3 :5 : 2)
	c.	Present a case study to convince a prospective customer about the suitability of ERP product in his/her business environment.	10	(3 :5 : 2)
6.	a.	Explain the concept of customization with the help of an example.	03	(2 :2 : 2)
	b.	Why integrated data model is considered the heart of an ERP system? Explain.	07	(2 :1 : 1)

Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO – Programme Outcome)

	c.	List and explain some general categories associated with order-winners and qualifiers.	**10**	**(3 : 2 : 2)**
7.	a.	Compare traditional and modern approaches of an enterprise.	**03**	**(3 : 1 : 1)**
	b.	List some of the leading ERP packages those have fulfilled the increased demand, explain their life history.	**07**	**(2 : 4 : 2)**
	c.	Describe the MFG/PRO system modules.	**10**	**(3 : 4 : 2)**

8.

Case Study

	a.	Discuss prevalent situation in terms of marketing of an ERP solution. Your answer should cover the following: (i) Product marketing (ii) Solution marketing (iii) ERP implementation services marketing, and any other related issues	**10**	**(3 : 5 : 2)**
	b.	What are the steps involved in an ERP implementation? Is ERP implementation same as ERP package implementation? Give reasons for your answer.	**10**	**(3 : 3 : 1)**

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