

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code

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Fourth Semester MBA Degree Examinations, August 2026

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

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBT:CO:PO)</u>
1.	a. Explain the terms (i) ERP (ii) IRP (iii) EDI	03	(2 : 2 : 1)
	b. Which are the major resources of any enterprise and justify how they should be managed effectively?	07	(4 : 2 : 1)
	c. Conclude what do you understand by integrated functionality in enterprise and cross enterprise functionality? How is each one of them achieved?	10	(4 : 2 : 1)
2.	a. Discuss the concept of Business Process Re-engineering (BPR).	03	(4 : 3 : 2)
	b. Compare traditional & modern approaches of an enterprise by considering a suitable real-time example like grocery store.	07	(4 : 3 : 2)
	c. Draw the business model for an organization with which you are familiar. Identify the major processes and entities, and show them in figure.	10	(4 : 3 : 2)
3.	a. Discuss whose responsibility is it to carryout ERP implementation?	03	(4 : 1 : 2)
	b. When can it be said that ERP implementation is over? What is to be done during Post Implementation phase?	07	(4 : 1 : 2)
	c. Demonstrate the ERP implementation guidelines by considering suitable case study.	10	(4 : 1 : 2)
4.	a. Define the terms (i) PDM (ii) MRP (iii) Shop floor	03	(4 : 4 : 3)
	b. List some of the applications of BAAN IV, and explain.	07	(4 : 4 : 3)
	c. Rank the various ERP packages in the order of their market share. In your opinion is ERP domain shrinking or expanding? Give reason for your answer. Is the same comment true for various individual packages a well?	10	(4 : 4 : 3)
5.	a. Whether an organization implementing ERP can obtain competitive advantage or not? Justify your answer.	03	(4 : 5 : 5)
	b. Draw the diagram to describe ERP marketing process including ERP sales cycle.	07	(4 : 5 : 5)

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| | c. | Discuss the prevalent situation in terms of marketing of an ERP solution.
Your answer should cover the following.
(i) Product marketing (ii) Solution marketing | 10 | (4 :5 : 5) |
| 6. | a. | Why the integrated data model is considered as the heart of the ERP system. | 03 | (4 :2: 1) |
| | b. | Demonstrate the role of vendor, consultant, and user in ERP implementation. | 07 | (3 :1: 2) |
| | c. | Demonstrate the MFG/PRO system modules. | 10 | (3 :4: 3) |
| 7. | a. | Explain the concept of customization with an example. | 03 | (4 :1: 2) |
| | b. | What do you understand by the term competitive advantage? How should an organization go about achieving it? | 07 | (4 :5: 5) |
| | c. | Demonstrate the role of qualifiers and order winners in a company by considering a suitable case study. | 10 | (4 :5: 5) |
| 8. | <u>Case Study</u> | | | |
| | a | Draw the neat diagram for general model for ERP and explain all quadrants? What are the steps involved in an ERP implementation? | 10 | (4 :2: 1) |
| | b | Is ERP implementation same as ERP package implementation? Justify your answer with the help of case studies. | 10 | (4 :1: 2) |

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