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**Total No. of Pages : 02**

**Total No. of Questions : 15**

MBA (2014 to 2017) (Sem.-3)

## ENTERPRISE RESOURCE PLANNING

**Subject Code : MBA-984**

Paper ID : [C1187]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTIONS-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

## SECTION-A

- 1 What is Enterprise Resource Planning (ERP) ? Discuss its advantages.
- 2 Define Management Information System (MIS). How companies implement MIS for business growth? Explain with the help of suitable examples.
- 3 Explain Production module of ERP in details. <http://www.punjabpapers.com>
- 4 What is ERP implementation life cycle? Explain with the help of a suitable example.
- 5 Write short note on the implementation of ERP in Project Management.
- 6 Write short note on the sales and distribution planning.

## SECTION-B

## UNIT-I

- 7 Explain ERP growth trends in India with the help of suitable examples.
- 8 Explain Business Process reengineering module of ERP with the help of a diagram and suitable example.

## UNIT-II

- 9 Comment on the relationship between ERP and Business Process Reengineering (BPR) with the help of a suitable example.
- 10 Explain the Quality Management module of ERP in detail.

### UNIT-III

- 11 Explain the Sales and Distribution Management module of ERP in detail.
- 12 Explain the process of ERP implementation with the help of a suitable example.

### UNIT-IV

- 13 What is e-commerce? Explain the link between e-commerce and ERP with the help of a suitable example.
- 14 Write a short note on the key ERP consultants in India.

### SECTION-C

#### 15 Case Study

##### **Managing Supplier Relationships: Does Detroit Need a New Driver?**

The rising prices of material from steel to plastics, the difficulty of protecting intellectual property, and intense global competition are all causing friction between buyers and suppliers in the auto industry around the world. However, a recent study suggests that purchasing-supplier tensions are particularly acute at the big Three automakers: General Motors, Ford, and DaimlerChrysler. <http://www.punjabpapers.com>

Planning Perspectives, Inc., a Michigan-based automotive consulting firm, annually surveys the top 200 suppliers to the automobile industry and asks them to rate the automakers on 17 criteria related to their ability to develop relationships (for example, assistance they provide to suppliers, their willingness to collaborate in growth opportunities). Based on these ratings, an automaker-supplier working index score is calculated for each firm: a score of 500 is very good; zero is very poor. The results are quite revealing. The automakers rated the highest were Toyota and Honda with scores of 399 and 384, respectively, in 2004. By contrast, the scores of DaimlerChrysler, Ford, and GM were all well below 200- at 183, 160, and 144, respectively.

John W. Henke Jr., president of Planning Perspectives, observes that the study shows that the U.S. automakers' primary orientation is towards cost reduction and that they generally treat suppliers as adversaries rather than as trusted partners. By contrast, *"buyers at Honda and Toyota expect a supplier to be around for life and they don't hammer for price reductions...but rather expect at 2-2.5 percent savings from productivity improvements. The Big Three's constant hammering suggests that they are not selecting the right suppliers or they are using the wrong criteria for selecting suppliers."*

##### ***Questions***

1. What are the short-term and long-term benefits or consequences of the purchasing strategies of the Big Three versus their Japanese rivals?
2. In your view, what criteria should Ford or GM use in selecting suppliers, and what steps should they take to strengthen their relationship with their suppliers and with their present and potential customers ?