

Total No. of Pages:

Register Number:

6723

Name of the Candidate:

M.B.A. (CORPORATE MANAGEMENT) DEGREE

EXAMINATION - 2011

(SECOND YEAR)

(PAPER – XVI)

280. ENTERPRISE RESOURCE PLANNING AND BUSINESS

PROCESS REENGINEERING

December)

(Time: 3 Hours

Maximum: 75 Marks

SECTION - A

Answer any FIVE questions.

(5 × 3 = 15)

1. Define ERP.
2. What do you mean by CRM?
3. Write a note on consultant.
4. Define E-commerce.
5. What do you understand MFG/PRO?
6. Explain the benefits of training.
7. Define order management.
8. Define BPR.

SECTION - B

Answer any THREE questions.

(3 × 10 = 30)

9. What are the basic elements of ERP?
10. Explain the various functions of logistics.
11. What are the types of SCM?
12. Discuss the pre-implementation of issues in ERP.
13. What the role of consultant for implementation of ERP?
14. Describe the needs and challenges of BPR.

SECTION - C
Answer any ONE question. (1 × 15 = 15)

15. Explain ERP implementation methodology.
16. Explain the selection criteria for selection packages.
17. What are the advantages and disadvantages of implementing BPR?

SECTION - D
(Compulsory) (1 × 15 = 15)

18. Explain the following SCM:
 - (a) Product data management.
 - (b) Distribution channel.

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