

(10)

BE SEM VIII choice based) Summer 20

(Time: 3 Hours)

Maximum Marks: 80

INFT

1615/26

NB:

1. Question No. 1 is compulsory and solve any THREE questions from remaining questions.
2. Assume suitable data if necessary.
3. Draw clean and neat diagrams.

Q1.	Attempt any FOUR	Marks
a.	Explain the concept of CRM w.r.t. ERP.	5
b.	Why is integrated data model required in ERP?	5
c.	Difference between E-procurement and E-commerce.	5
d.	Explain OLAP.	5
e.	Explain up-selling and cross-selling with examples.	5
Q2.	a. Explain Business model and integrated data model with example.	10
	b. Explain how data mining techniques can enhance decision-making within an ERP system.	10
Q3.	a. Explain ERP's finance management module in detail.	10
	b. What is the significance of BOM accuracy in MRP systems?	10
Q4.	a. Discuss the role of Distributed Requirements Planning (DRP) and Product Data Management (PDM) in enhancing the effectiveness of ERP systems.	10
	b. What is the purpose of gap analysis in ERP implementation? Describe the methods used to fix these gaps.	10
Q5.	a. Explain E-business backbone enterprise architecture.	10
	b. How does ERP contribute to reducing quality costs in an organization? Provide examples to support your answer.	10
Q6.	a. Outline the various phases involved in ERP implementation. Why is each phase critical to the success of the project?	10
	b. How can organizations ensure data security and compliance within an ERP environment?	10
