


Name:			
Enrolment No:			
<b>UPES</b> <b>End Semester Examination, December 2023</b>			
<b>Course: Enterprise Resource Planning</b> <b>Program: B. Tech (CSE-H+NH)-ALL</b> <b>Course Code: CSEG4012P</b>		<b>Semester: VII</b> <b>Time : 03 hrs.</b> <b>Max. Marks: 100</b>	
<b>Instructions: Answer each question in a sequence manner.</b>			
<b>SECTION A</b> <b>(5Qx4M=20Marks)</b>			
S. No.		Marks	CO
Q 1	How business intelligence improves the power of ERP system?	4	CO1
Q 2	What is the importance of material management module in ERP System.?	4	CO2
Q 3	Discuss customer relationship management (CRM) in detail.	4	CO2
Q 4	Explain personnel management system of Human Resource.	4	CO2
Q5	Define the main goal while designing an ERP system.	4	CO1
<b>SECTION B</b> <b>(4Qx10M= 40 Marks)</b>			
Q 6	Define the term “Enterprise”. How is the ERP system evaluated? Discuss in detail.	10	CO1
Q 7	Discuss the different phases of ERP implementation life cycle with diagram.	10	CO4
Q 8	Explain the functionalities of Materials management module in ERP packages.	10	CO2
Q 9	What is the impact of globalization on Supply chain management? <b>OR</b> Explain the fundamental concepts of Supplier Relationship Management (SRM) and Supply Chain Management (SCM).	10	CO3
<b>SECTION-C</b> <b>(2Qx20M=40 Marks)</b>			
Q 10	Examine Pharma industry processes with a focus on ERP and SRM integration. Explain how ERP enhances efficiency in these processes, emphasizing data security. Analyze challenges in ERP and SRM implementation, proposing strategic solutions for success. Support your analysis with industry examples, best practices, and case studies.	(5+5+5+5)	CO4

Q 11	<p>What is Supplier relationship management? What are the objectives of SRM? What are all the types of SRM? Discuss each type in detail.</p> <p style="text-align: center;"><b>OR</b></p> <p>Describe the role of Supplier Relationship Management (SRM) in enhancing collaboration with suppliers and its impact on overall supply chain efficiency. Additionally, discuss how the integration of SRM and SCM within an Enterprise Resource Planning (ERP) system contributes to streamlined operations in a business setting.</p>	<p>(3+3+2+12)</p> <p>(8+12)</p>	<p style="text-align: center;"><b>CO3</b></p>
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