

<b>Name:</b>	
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, May 2019**

**Program: MBA –O&G**  
**Subject (Course): E-enterprise Management Systems**  
**Course Code : MBCI-751**  
**No. of page/s: 3**

**Semester – IV**  
**Max. Marks : 100**  
**Duration : 3 Hrs**

**SET 1**

**Instructions: Section A is of 20 Marks, Section B is of 20 Marks, Section C is of 30 Marks, Section D is of 30 Marks ( Section D is compulsory)**

**SECTION A**

S. No.	Mention True / False against each question and justify your answer very briefly in points.	Marks	CO
1	When data has to be manually re-entered from one system into another system, this indicates that the systems have seamless integration.	4	<b>CO1</b>
2	When systems are integrated they can share information in real-time.	4	
3	ERP systems allow organizations to integrate heterogeneous systems into one with an integrated database system.	4	
4	CRM systems capture and integrate customer data from all over the organization.	4	
5	BI provides Flexible reporting, ad hoc analysis, “what-if” scenarios, digital dashboards, data visualization	4	

**SECTION B**

**Answer all the following questions. Be brief in your answers.**

Q 1	Mention the various impact because of downtime of IT resources.	5	<b>CO2</b>
Q 2	Define Insourcing, self-sourcing and outsourcing while taking a decision for enterprise system development.	5	<b>CO2</b>
Q 3	Mention the different kinds of backup process for data.	5	<b>CO1</b>
Q 4	What is the difference between RPO and RTO?	5	<b>CO1</b>

**SECTION-C**  
**(Answer any two of the questions. Answer in points only)**

Q 1	The Service Lifecycle & the 5 Lifecycle Stages of ITIL	<b>15</b>	<b>CO2</b>
Q 2	Could IOT be integrated with Oil and Gas Industry? If yes where it could be utilized.	<b>15</b>	<b>CO2</b>
Q 3	Mention the various enterprise system software's which could be utilized for Oil and Gas Industry	<b>15</b>	<b>CO2</b>

**SECTION-D**

Q	<b>Answer the following questions. Both are compulsory</b>		
Q1.	<p><b>Business Needs:</b> The BMW Group is a global leader in the automotive industry. It has built an international reputation for quality with its BMW, MINI, and Rolls-Royce brands, and the company sells more than 1.5 million automobiles and motorcycles a year. BMW operations in Latin America and the Caribbean are organized in 25 countries across the Western Hemisphere.</p> <p>In 2011, BMW Latin America had to promote the launch of two new lines in the BMW 1 Series of automobiles, and it wanted to kick off a marketing campaign through the Facebook social network. Its target audience matched the profile of typical Facebook users, and the company recognized that a compelling campaign could reach many people very quickly. By using an interactive social media channel, BMW could also collect information about the campaign audience, such as age, gender, career, and education. "We wanted to build an innovative, interactive social media campaign that would promote the launch, drive interest in the product features, and collect audience data," says Beata Bujalska, eMarketing Analyst at BMW Latin America.</p> <p>BMW generally supports marketing initiatives with corporate resources, but it did not have a corporate program that took advantage of social networking for this model. To promote and support the new model launches on Facebook, BMW Latin America needed to quickly develop its own dynamic solution. The company wanted to deliver content and collect user data through the Facebook interface but manage the solution through its own back-end interface. Suggest an application that would enable them to collect, process and analyze user / consumer data.</p>	<b>15</b>	<b>CO3</b>
Q2.	<p>Deere &amp; Company (brand name John Deere) is well known for the manufacture and supply of machinery used in agriculture, construction, and forestry, as well as diesel engines and lawn care equipment. In 2014, Deere &amp; Company was listed 80th in the Fortune 500 America's ranking and in 2013 was 307th in the Fortune Global 500 ranking. Deere and company has a complex product range, which includes a mix of</p>	<b>15</b>	<b>CO3</b>

.	heavy machinery for the consumer market and industrial equipment which is made to order. Retail activity is extremely seasonal, with the majority of sales made between March and July. The company was replenishing dealers inventory on a weekly basis, by direct shipment and cross-docking operations, from source warehouses located near Deere & Company's manufacturing facilities. This operation was proving too costly and too slow, so the company embarked on an initiative to achieve a 10% supply chain cost reduction over a four-year period. Suggest appropriate application and justify.		

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**Duration : 3 Hrs**

**SET 2**

**Instructions: Section A is of 20 Marks, Section B is of 20 Marks, Section C is of 30 Marks, Section D is of 30 Marks ( Section D is compulsory)**

**SECTION A**

S. No.	Mention True / False against each question and Justify your answer very briefly.	Marks	CO
1	Business Continuity is preparing for, responding to, and recovering from an application outage that adversely affects business operations.	4	CO1
2	The upstream has basically the same information needs and reporting requirements as the downstream in oil and gas industry.	4	
3	Systems integration can't help employees at a lower levels make better decisions and feel more empowered and productive.	4	
4	Cloud computing is basically a step on from Utility Computing	4	
5	BPM Management approach focused on aligning all aspects of an organization with the wants and needs of clients.	4	

**SECTION B**

**Answer all of the following questions. Be brief in your answers.**

Q 1	Mention the benefits of ERP.	5	CO2
Q 2	Mention the advantages of integrating SCM software in Oil and Gas Industry	5	CO2
Q 3	Mention the various types of cloud.	5	CO1

Q 4	What is the difference between Disaster Recovery and Disaster Restart?	5	CO1
<b>SECTION-C</b> <b>(Answer any two of the questions. Answer in points only)</b>			
Q 1	Mention the various enterprise system software's which could be utilized for Oil and Gas Industry	15	CO2
Q 2	Could cloud computing be integrated with Oil and Gas Industry? If yes where it could be utilized.	15	CO2
Q 3	What is the role of Backup and Disaster Management for enterprise management systems?	15	CO2
<b>SECTION-D</b>			
Q	<b>Answer the following questions. Both are compulsory.</b>		
Q1.	Suggest areas and functions in oil and gas industry where CRM could be integrated and what benefits could be reaped from the solution.	15	CO3
Q2	Highlight the benefits of cloud and could we operate on enterprise management systems on cloud.	15	CO3