

7. Define supply chain management.
8. What are the benefits of ERP ?

**PART - B** ( 3×15 = 45)

*Answer any THREE questions.*

*All questions carry equal marks.*

9. Explain market dynamic strategies.
10. Explain supply chain management.
11. What customization and precautions are done during ERP implementation ?
12. Explain quality control modules and their functions.
13. Discuss ERP implementation phases and briefly explain the activities in each phase.

**PART - C** (15)

*(Compulsory)*

14. Explain how ERP implementation is performed in any company. Detail the steps, with a neat diagram.

Register Number :

Name of the Candidate :

**2 3 6 6**

**M.B.A. (E-Business)  
DEGREE EXAMINATION, 2011**

( SECOND YEAR )

( PAPER - XIV )

**260. ENTERPRISE RESOURCE PLANNING**

May ] [ Time : 3 Hours

Maximum : 75 Marks

**PART - A** ( 5× 3=15)

*Answer any FIVE questions.*

*All questions carry equal marks.*

1. What are the principles of business engineering ?
2. Name any five guidelines for ERP implementation.
3. What is PRO-IFs ?
4. What is open technology interface ?
5. What is database interface ?
6. Explain about commercial ERP packages.

**Turn Over**