

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - IV EXAMINATION - WINTER 2025

Subject Code: 4549289

Date: 18-12-2025

Subject Name: Enterprise Resource Planning

Time: 02:30 PM TO 05:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) What does business agility mean?	
(b) What is the main purpose of strategic IT planning?	
(c) Name any two common modules found in an ERP system.	
(d) What is meant by the “process view” of an organization?	
(e) What is the main purpose of the HR module in an ERP system?	
(f) What role do ERP consultants play in an implementation project?	
(g) What is meant by the ERP implementation life cycle?	
Q.2 (a) Explain the importance of Strategic IT Planning and discuss how it supports business value creation through the digitization of business processes.	07
(b) Discuss the importance of IT governance. What are the key elements that ensure effective IT decision-making in organizations?	07
OR	
(b) What is IT-driven business agility? Explain how technology supports innovation and faster response to market changes.	07
Q.3 (a) Describe the conceptual model of ERP. What are its key components?	07
(b) Discuss the scenario and justification for ERP adoption in India.	07
OR	
(a) Explain the ERP marketplace. Discuss the major marketplace dynamics that influence ERP adoption.	07
(b) Explain the different functional modules of ERP and discuss any four major advantages of ERP.	07
Q.4 (a) What are the common causes of ERP implementation failure? Explain with points.	07
(b) Explain the importance of Sales & Distribution, Accounting & Finance, and HRM modules in ERP systems.	07

OR

- (a)** Explain the steps involved in selecting and evaluating an ERP system. **07**
- (b)** Explain the integration of ERP and CRM applications. What benefits does this integration offer to an organization? **07**

Q.5

Swift-Cart Online Retail, a fast-growing Indian e-commerce company, faced increasing problems as its customer base expanded. Its operations—inventory control, order processing, warehouse management, returns, and finance—were managed on separate systems. Sales, procurement, and accounts teams often blamed each other for delays, missing stock information, and incorrect order updates. The management realized that the company needed to shift from a departmental view to a process view, where activities flow smoothly from order placement to fulfilment and after-sales service.

To address these challenges, Swift-Cart evaluated multiple ERP systems. They initially studied the conceptual model of ERP, understanding how modules like Sales, Inventory, Production, Finance, HRM, and CRM work on a single shared database. The management noticed that ERP systems could standardize workflows, improve forecasting, automate procurement, and speed up order processing—key needs for an e-commerce business.

During market analysis, Swift-Cart explored leading ERP vendors such as SAP, Oracle, and Microsoft Dynamics. However, high licensing and customization costs concerned them. As a growing startup, they also considered open-source ERP solutions like Odoo and ERPNext, which offered flexibility, lower costs, and active global communities. The dynamic ERP marketplace, with its shift toward cloud deployment, AI-driven analytics, and modular subscription models, further influenced Swift-Cart's decision.

The company conducted Business Process Mapping and identified gaps such as manual stock updates, delayed refunds, and fragmented customer communication. Consultants advised minimal customization and recommended adopting a cloud-based open-source ERP solution. After evaluating features, scalability, security, and community support, Swift-Cart selected an open-source ERP that integrated seamlessly with its supply chain and CRM systems.

During the ERP implementation life cycle, employees were trained to use dashboards for inventory tracking and automated order routing. Vendors helped configure modules, while consultants guided process re-engineering. Critical Success Factors such as top management support, clean data migration, and strong change management played major roles.

Within six months, Swift-Cart experienced faster deliveries, accurate stock visibility, improved customer satisfaction, and reduced operational costs—demonstrating the strategic business value of ERP in modern e-commerce.

- (a)** What process-related issues did Swift-Cart face before implementing ERP? **07**
- (b)** Why did Swift-Cart consider open-source ERP solutions? **07**

OR

- (a)** What marketplace dynamics influenced Swift-Cart's ERP selection? **07**
- (b)** Identify Critical Success Factors that helped Swift-Cart implement ERP successfully. **07**
