

(12)

**SVKM'S NMIMS UNIVERSITY
SCHOOL OF DISTANCE LEARNING**

Programme: Semester: PGDSCM (III)/ ADSCM (III)

Subject: Enterprise Resource Planning
Semester: III, 2009-10 Year: 2009-10

DATE: 5-01-2010
TIME: 3 P.M. TO 6 P.M.

Marks: 100
Time : 3 hrs

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB:

1. Answer to each new question to be started on a fresh page.
2. Figure in brackets indicate full marks.

I Attempt any 2 out of 4:

10Marks

1. What is OLAP?
2. Write the advantages of ERP.
3. Explain relationship between BPR and ERP.
4. Discuss Purchase Order Management System.

II Write short notes on: 3 out of 5:

15Marks

1. Why integrated data model is considered the heart of an ERP system?
2. Whose responsibility is it to carry out ERP implementation? Explain.
3. Write short note on : Solution marketing
4. Difference between MIS & DSS
5. Write a note on gap analysis.

III Attempt any 3 out of 5:

45Marks

- Q1 a) How is the strategy of selecting an ERP solution related to Business? Elaborate using a company scenario.
- b) What are the drawbacks of in – house development of an ERP System?
- Q2 a) Explain investment management module

- b) Discuss the reasons for the failure of ERP
- Q3 a) Draw a diagram to describe ERP marketing process including ERP sales cycle.
- b) Discuss the sales order management process
- Q4 a) Explain ERP implementation services marketing.
- b) How the ERP package is evaluated?
- Q5 a) what do you understand by integrated functionality in enterprise and cross Enterprise functionality?
- b) Who are an ERP Vendor and what are the roles?

IV Case Study

30Marks

ERP helps spatial measurement system manufacturer improve productivity

Overview:

Established in 1981 in Waterloo, Canada, NDI is a leading supplier of 3D / 6D measurement products used in industries as diverse as image guided surgery, robotics, aeronautics and biomechanics. The company employs 90 and generates over \$ 20 million in annual revenue.

The Challenge:

NDI faced a challenge when rapid growth and aging technology threatened to stand in the way of company goals.

Instead of enabling operational improvements, NDI's existing systems were impeding progress. Existing technology was causing missed deliveries and creating a high number of back orders. With customer satisfaction at risk and internal morale slipping, the management team at NDI decided it was time to act.

The Solution:

The decision to invest in a new system was not undertaken lightly. With almost twenty years in business, NDI has firmly established a reputation for high quality, high performance products. The company is a past winner of the Canada Export Award and the Global Traders Award. They are also ISO9001 registered.

NDI's selection of Intuitive ERP™ from Intuitive Manufacturing Systems was based on factors that directly supported corporate objectives. Intuitive ERP provided a level of system functionality that could immediately improve inventory management and the expandability and flexibility to support NDI's growth. Equally important was the system's level of ease of implementation and ease of use.

Northern Digital's Results:

After implementing Intuitive ERP, Northern Digital has experienced continued success in improving inventory management and increasing revenue. Prior to implementation, the company struggled to achieve even two inventory turns per year. Inventory turns have now more than doubled and expectations are that the company will better in the near future. Since implementation, Northern Digital's revenue has increased from \$ 10 million to over \$ 20 million with little increase in inventory value. In addition, the company has reduced their order cycle time for their flagship product from four months to four weeks, and improvement of almost 80 percent.

Improvements in production control and inventory management have had a direct impact on customer delivery. The Material Requirements Planning and Forecasting capabilities of Intuitive ERP have allowed Northern Digital to better serve their customers.

With some customers expecting shipment in as much as nine months and others expecting shipment in as little as nine days or even less, more sophisticated and accurate planning has been critical. The addition of better planning capabilities had an immediate impact on labour and materials.

"We were able to better understand what was in stock, what we were buying and what was needed," said Tom Kane, Production Manager. "Improved planning has made a huge difference in improving delivery."

Ease of use and system scalability has been important in utilizing Intuitive ERP to improve operations. When the system was first implemented, only five user seats were required. As the company grew, that number increased to twenty – five. Significantly increasing the number of users, and doing so without a lot of training, allowed the company to expand without worrying about putting constraints on their business infrastructure.

"For ease of use and ease of learning, there is nothing better on the market," said Kane.

Northern Digital was interested in upgrading their operations by leveraging Intuitive ERP's standard functionality but also had some unique conditions that required modification of the system. With a relatively small IT staff, it was important that modification and customization could be done with limited resources.

According to Robin Smith, Systems Administrator for Northern Digital, Intuitive ERP's "ability to customize easily" made the implementation process go smoothly. "The

system is easy to modify and customize to make it work for your business," added Production Manager Tom Kane.

Northern Digital's Reaction:

For Northern Digital, improving operations is more than just a way to reduce expenses. With the implementation of Intuitive ERP, the company has found a way to increase the value they provide to customers while also improving financial performance.

"Intuitive ERP was instrumental in assisting NDI to achieve the growth that we have seen over the past three years," said Kane.

Analyze the case and interpret your answer.