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VI Semester B.B.A Degree Examination, July/August - 2024

AVIATION MANAGEMENT

Enterprise Resource Planning

(NEP Scheme)

Paper : 6.6 (B)

Time : 2½ Hours

Maximum Marks :60

Instructions to Candidates:

All the answers to be written in English Only.



SECTION - A

Answer any **Five** of the following questions. Each question carries 2 marks. (5×2=10)

1. a) Define CRM.
- b) Who is a vendor
- c) Write the stages of product life cycle.
- d) Define ERP.
- e) What is material management.
- f) What is employee resistance?
- g) What is quality management?

SECTION - B

Answer any **Four** of the following questions. Each question carries 5 marks. (4×5=20)

2. What are the reasons for growth of ERP markets?
3. Mention the types of consultants.
4. What are the benefits of ERP system?
5. What is meant by Business Process Re-engineering?
6. Write the steps involved in ERP vendor selection.

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SECTION - C

Answer any **Two** of the following questions. Each question carries **12** marks.

(2×12=24)

7. Explain briefly the functional modules of CRM.
8. Discuss briefly the latest ERP Implementation methodologies.
9. Discuss the stages of product life cycle.

SECTION - D

Answer any **One** of the following question. Each question carries **6** marks. (1×6=6)

10. Explain the difference between customization and configuration in an ERP system? Give examples of each.
 11. Can you discuss the importance of user training and change management in an ERP implementation project? Give examples for each.
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[P.T.O.]

