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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination – April , 2018

Program/course: MBA – Oil and Gas

Subject: E-Enterprise Management

Code : MBCI751

No. of page/s: 3 + case study pages=19

Semester – **IV**

Max. Marks : 100

Duration : 3 Hrs

Section – A

(2 X 10 =20 Marks)

Q1. Answer the following questions True / False/ Fill in the blanks

1. When data has to be manually re-entered from one system into another system, this indicates that the systems have seamless integration.
2. When systems are integrated they can share information in real-time.
3. ERP systems allow organizations to integrate heterogeneous systems into one with an integrated database system.
4. Mid-level managers typically focus on planning the long-term strategy of the organization.
5. When organizations get large and complex they tend to break functions into larger units and assign one or more staff the responsibility for these activities.
6. Information systems that work independently and are grouped by the various functions and/or departments are known as silos
7. The upstream has basically the same information needs and reporting requirements as the downstream in oil and gas industry.
8. Systems integration can't help employees at a lower levels make better decisions and feel more empowered and productive.
9. Integrated systems should _____ share information with one another.
 - A) never
 - B) slowly
 - C) rarely
 - D) seamlessly
10. As organizations get more _____ and more virtual, information sharing and communication problems get worse.
 - A) centralized
 - B) geographically dispersed
 - C) automated
 - D) integrated

Section – B

(2x 10= 20 Marks)

Answer the following questions briefly and only in points. Any Two.

Q1. Deere & 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 & 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 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.

Q2. Suggest areas and functions in oil and gas industry where CRM could be integrated and what benefits could be reaped from the solution.

Q3. SAP Role in managing Oil and Gas business.

Section – C

(3 X 20 = 60 Marks)

Read the case study attached and answer the following questions.

1. Why project Manthan was launched?
2. What were the issues and challenges faced during the Project.
3. 'Puri had to decide how best to proceed with the rest of implementation'. Provide your suggestion and alternatives if required.