

<b>Name:</b>	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, December 2019**

**Course: Retail ERP and Supply Chain**  
**Program: B. Tech - CSE (ECRA )**  
**Course Code: CSER 3001**

**Semester: V**  
**Time 03 hrs.**  
**Max. Marks: 100**

**Instructions: All questions are compulsory. Options are given for questions 9 and 11.**

**SECTION A**

S. No.	Question	Marks	CO
Q 1	State the important stages required for ERP implementation.	4	CO1
Q 2	Explain the need of finance module in ERP?	4	CO2
Q 3	What are the objectives of SRM?	4	CO3
Q 4	State the importance of SCM.	4	CO4
Q 5	What is the mission of Electronic Data Interchange?	4	CO5

**SECTION B**

Q 6	Define ERP. Discuss the various Tools and techniques of ERP.	10	CO1
Q 7	Discuss the objectives and scope of Supplier Relationship Management (SRM)	10	CO3
Q 8	The three classes of e-Business Application represents E-Commerce, E-Procurement and E-Collaboration. Discuss these in context with e-Business.	10	CO5
Q 9	Define Product Life Cycle and describe the steps involved in and how it helps in industry's growth.  <b>OR</b>  Discuss Customer Relationship Management (CRM) and state its advantages.	10	CO2

**SECTION-C**

Q 10	a) What is data warehousing? Explain its flow with suitable diagram?	10	CO4
	b) List the benefits of Supply Chain Collaboration.	5	
	c) Explain the five stages of Supply Chain Management (SCM)	5	

Q 11	<p>Discuss Manufacturing Module. Manufacturing Process makes use of the certain documents, which carries high significance in the process. In this regard, state the documents used and elaborate their purpose and usage in context with manufacturing process.</p> <p style="text-align: center;"><b>OR</b></p> <p>ERP can prove to be a useful tool for E-Commerce. In this regard, discuss E-Commerce, state the challenges that needed to be overcome while integrating E-Commerce with ERP and list the benefits offered by successful integration of E-Commerce with ERP.</p>	20	CO2, CO3
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