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| **SESSION** | **JUL - AUG 2024** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **3** |
| **COURSE CODE & NAME** | **DOMS302 ENTERPRISE RESOURCE PLANNING** |
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**Assignment Set – 1**

**1. What is Enterprise. Explain the importance of ERP and Enterprise.**

**Ans 1.**

**Enterprise**

An enterprise is a formal organization that operates with a defined structure, processes, and objectives to achieve specific goals, often in a business or commercial context. Enterprises can vary in size, scale, and industry, ranging from small startups to multinational corporations. They are characterized by their ability to manage resources effectively, adapt to changing market conditions, and strive for long-term sustainability and profitability. Enterprises typically consist of multiple departments, including finance, marketing, human resources, operations, and IT, working collaboratively to achieve common objectives.

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**2. Write short note on following:**

**a. ERP and Supply Chain Management.**

Enterprise Resource Planning (ERP) and Supply Chain Management (SCM) are interrelated systems that play a crucial role in ensuring efficient and seamless operations within an organization. SCM focuses on the management of the flow of goods, information, and finances across the supply chain, from raw materials to the final product delivered to customers. ERP systems enhance this process by providing a unified platform to integrate and streamline all supply chain activities.

ERP systems support SCM by enabling better demand forecasting, inventory management, and

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**3. Write notes on the following:**

**a. Advantage of ERP in CRM.**

**b. Reasons of failure of ERP**

**Ans 3.**

**a. Advantages of ERP in CRM**

Integrating Enterprise Resource Planning (ERP) with Customer Relationship Management (CRM) systems provides numerous benefits that enhance both customer satisfaction and operational efficiency. One of the key advantages is the centralization of customer data. By merging ERP and CRM, organizations gain a unified platform where information such as order history, preferences, and previous interactions is easily accessible. This comprehensive view

**Assignment Set – 2**

**4. Explain in detail the implementation lifecycle. 10**

**Implementation Lifecycle of ERP**

The implementation lifecycle of an ERP system involves a structured series of phases aimed at ensuring the successful adoption and integration of the ERP solution within an organization. This lifecycle is critical for achieving desired objectives and minimizing disruptions during implementation. The following are the key stages of the ERP implementation lifecycle:

**1. Project Initiation and Planning**

This is the foundational phase where the organization defines the project scope, objectives, and

**5. Write a detail note on:**

**a. Role of ERP Consultants**

ERP consultants play a vital role in the successful implementation, optimization, and management of ERP systems. They serve as the bridge between the organization and the ERP solution, ensuring that the system aligns with business objectives. Their primary role begins with assessing an organization’s requirements by conducting a detailed analysis of current processes and identifying inefficiencies. Based on this assessment, they recommend suitable

**6. Write notes on the following:**

**a. Benefits of ERP**

Enterprise Resource Planning (ERP) systems provide a centralized platform to streamline and integrate various business functions, offering significant benefits to organizations. One of the primary advantages is **enhanced efficiency**. By automating routine tasks and standardizing processes, ERP reduces manual effort and errors, allowing employees to focus on strategic activities. **Improved data accuracy** is another key benefit, as ERP consolidates data from