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| **SESSION** | **FEB MARCH 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DOMS 302 ENTERPRISE RESOURCE PLANNING** |
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**Assignment Set – 1**

**Q1. What is Enterprise. Explain the importance of ERP and Enterprise. 5+5**

**Ans 1.**

**Definition and Role of an Enterprise**

An enterprise is a legally recognized business entity that undertakes commercial, industrial, or professional activities to generate revenue. It operates with a formal organizational structure that includes management, resources, employees, and systems. Enterprises vary in size and structure but are unified by their aim to deliver goods or services efficiently. The enterprise functions through various interconnected departments such as finance, operations, marketing, and human resources. These departments collaborate to meet customer needs, achieve profitability, and ensure business continuity. A well-managed enterprise aligns its internal capabilities with market

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**Q2. Write short note on following:**

**i. ERP and Supply Chain Management.**

**ii. Different types of ERP modules and its application. 5+5**

**Ans 2.**

**i. ERP and Supply Chain Management Integration**

Enterprise Resource Planning and Supply Chain Management are two interdependent systems that collectively ensure the smooth functioning of procurement, production, distribution, and customer service processes. ERP acts as the digital backbone of the enterprise, integrating key operations while Supply Chain Management focuses on managing the flow of goods, information, and finances across the supply network. When integrated, ERP and SCM offer real-time visibility into inventory levels, supplier performance, and order status. This helps

**Q3. Write notes on the following:**

**i. Advantage of ERP in CRM.**

**ii. Reasons of failure of ERP 5+5**

**Ans 3.**

**i. Advantages of ERP in Customer Relationship Management**

Customer Relationship Management (CRM) refers to strategies and tools used to manage a company’s interactions with existing and potential customers. When integrated with ERP, CRM systems gain access to enterprise-wide data, creating a unified customer view that enhances service quality and operational efficiency. ERP-CRM integration enables real-time sharing of customer-related information across departments such as sales, finance, and logistics. This helps in better handling of customer inquiries, personalized communication, and quicker resolution of

**Assignment Set – 2**

**Q4. Explain in detail the ERP implementation lifecycle. 10**

**Ans 4.**

**ERP Implementation Lifecycle**

The ERP implementation lifecycle refers to the structured sequence of phases that an organization follows to successfully deploy an ERP system. This process ensures that the ERP solution is aligned with the business goals, operational requirements, and technological capabilities of the enterprise. A well-managed ERP lifecycle facilitates timely project execution, effective system integration, and sustainable change management.

**Pre-Evaluation and Selection Phase**

The first stage of the ERP implementation lifecycle involves identifying the need for ERP and

**Q5. Write a detail note on:**

**i. Role of ERP consultants**

**ii. Overview of Disruptive face of ERP 5+5**

**Ans 5.**

**i. Role of ERP Consultants in Implementation**

ERP consultants are professionals who bring technical and functional expertise to guide organizations through the ERP implementation process. Their primary role is to ensure that the ERP system is tailored to meet the specific business needs while adhering to industry standards and best practices. ERP consultants begin by conducting a thorough analysis of the client’s business processes, workflows, and operational challenges. They use this analysis to recommend suitable ERP solutions, help in vendor selection, and prepare the enterprise for change.

Consultants play a pivotal role in system configuration, customization, and integration. They act

**Q6. Write notes on the following:**

**i. Benefits of ERP**

**ii. Differentiate between Go live and Phased ERP implementation. 5+5**

**Ans 6.**

**i. Benefits of ERP in Business Efficiency**

Enterprise Resource Planning (ERP) systems provide a centralized platform for managing core business functions such as finance, human resources, inventory, production, and customer service. One of the primary benefits of ERP is process integration. By consolidating information into a single system, ERP eliminates data duplication, enhances accuracy, and ensures consistency across departments. This facilitates better decision-making and improves