

ADMISSION NUMBER											

## School of Business

Integrated Bachelor of Business Administration - Master of Business Administration  
Semester End Examination - Nov 2023

Duration : 180 Minutes  
Max Marks : 100

### Sem IX - MBIT6002 - Enterprise Resource Planning - SAP package

General Instructions

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What are the best practices for a successful ERP implementation? K1 (2)
- 2) Outline the benefits of CRM. K2 (4)
- 3) Contrast the term Horizontal and vertical Silos with pros and cons. K2 (6)
- 4) Identify the critical success factor of implementing project. K3 (9)
- 5) Identify the major components of DSS. K3 (9)
- 6) Compare Web-based architecture and Service-oriented architecture K5 (10)
- 7) Analyze two-tiered ERP architecture with its limitations and benefits. K4 (12)
- 8) Determine the benefits of off shore outsourcing. K5 (15)
- 9) In a complex software development project, the stakeholders demand a rapid delivery of a functional prototype with limited resources and a tight timeline. How can the RAD (Rapid Application Development) model address these requirements and ensure successful project execution? K5 (15)

- 10) CASE STUDY: A retail chain with 50 stores located across multiple cities is facing challenges in managing its operations efficiently. The lack of real-time data and centralized information has led to stockouts, overstocking, and inconsistent customer experiences. The company aims to enhance its competitive advantage and improve decision-making by implementing a robust Management Information System (MIS). Objectives: Real-Time Inventory Management: Implement an MIS that provides real-time data on inventory levels, sales, and demand to optimize stock levels and reduce stockouts. Enhanced Customer Relationship Management (CRM): Utilize the MIS to collect and analyze customer data, purchase histories, and feedback to personalize customer experiences and increase customer loyalty. Sales Analytics and Promotion Optimization: Use the MIS to track sales trends, identify top-selling products, and optimize promotions to maximize revenue and profitability. Performance Monitoring and Reporting: Develop dashboards and reports in the MIS to monitor store performance, sales targets, and key performance indicators (KPIs) to identify areas for improvement. Centralized Data Repository: Create a centralized database within the MIS to consolidate information from all stores and enable seamless data sharing between departments. Implementation Process: Needs Analysis: Conduct a comprehensive needs analysis to identify specific requirements, challenges, and pain points in the current system. Vendor Selection: Evaluate different MIS vendors and choose the one that aligns best with the retail chain's requirements and budget. Customization and Integration: Customize the MIS to meet the retail chain's specific needs and integrate it with existing systems, such as the Point of Sale (POS) system and Customer Loyalty Program. Data Migration: Transfer historical data from all stores into the new MIS to ensure a smooth transition. Training and Change Management: Provide training to employees on how to use the MIS effectively and implement change management strategies to encourage adoption. Pilot Testing: Conduct pilot testing in a select number of stores to identify and resolve any issues before full-scale deployment. Rollout and Monitoring: Gradually roll out the MIS across all stores while closely monitoring its performance and addressing any challenges. Outcomes and Benefits: Optimized Inventory Management: With real-time data on inventory levels and demand, the retail chain can maintain optimal stock levels, reducing stockouts and excess inventory. Improved Customer Experience: By utilizing customer data and feedback from the MIS, the retail chain can personalize customer experiences, leading to increased customer loyalty and retention. Data-Driven Decision-Making: Sales analytics and performance monitoring in the MIS enable data-driven decision-making, leading to better promotional strategies and improved profitability. Efficiency and Productivity: The centralized data repository streamlines data sharing and communication between stores and departments, improving overall efficiency and productivity. Competitive Advantage: With better visibility into sales, inventory, and customer data, the retail chain gains a competitive edge in the market and can respond quickly to changing market trends. Conclusion: Implementing a robust Management Information System (MIS) proved to be a game-changer for the retail chain. The real-time data, enhanced customer insights, and data-driven decision-making enabled by the MIS resulted in improved inventory management, increased customer loyalty, and higher profitability. The retail chain is now well-positioned to stay ahead in the competitive market and achieve long-term success. QUESTIONS: 1) What is the primary purpose of implementing an MIS in the retail chain? 2) Which function of the MIS would be most beneficial for senior management? 3) Which function of the MIS would be most beneficial for senior management?