**Enterprise resource planning**

**Internal Assignment Applicable for June 2020 Examination**

**1. Imagine you are a Business Analyst collecting requirements from a Chief Marketing officer of an auto portal company which helps its users with car research. What are the different parameters and touch points of a customer you will suggest starting from a customer’s journey to hit the portal to the final booking? What kind of different analysis from MIS can you create and present to help the CMO to take better decisions and to obtain better conversions of leads?**

**Answer**: A customer is someone who pays for goods or services purchased from a store. All persons coming to your store are ‘visitors’. Only when they buy something and pay for it do they become ‘customers’. Whether they have to purchase these things for their own consumption or for someone else, are not clear. On the other hand, the person who actually enjoys/consumes these things is not necessarily the ‘consumer’. In short, the person who pays the bill is known

**2. Select any one Business/Industry sector/domain and write 5 critical business processes of that sector, apply principles of business process engineering in any one of those 5 critical processes and propose an alternative**.

**Answer**: A process is a set of elements that repeatedly act to result in an output. It is also coordinating a set of activities to produce a specific outcome. There is a process involved in almost everything we do like preparing tea, sending a mail, etc. A business process is a process designed to achieve a particular business objective, and different techniques and activities are used as part of the business process management discipline. Management objectives get reflected in corporate governance and strategic management. The operational component of management consists of workflow across the functions, which realise the objectives of the business. In this context, modelling acts as a guide for identifying the gaps in the processes and thus undertakes measures to align them. Processes have a tendency of deviating because of the dynamics of

**3. Imagine you are the Project Manager for an ERP Implementation of the HR Module in any organization with an employee strength of 400 working in 3 different countries. Now answer below questions:**

**a. List 5 important and critical parameters you will be considering for the successful implementation.**

**b. What are the different steps and stages you will be following for such implementation so that you meet the deadlines?**

**Answer**: a) ERP software is intentionally designed to model and automate many of the basic processes of a company. It established an effective link between the various functions of a company from the top level to the bottom level of the hierarchy, with the goal of integrating information across the company, for example, a communication channel is established between the finance department and the shop floor for information sharing.

**Important and critical parameters for the successful implementation of ERP**

* **Proper planning and due diligence**: Before implementing any ERP project, there must be good planning and due diligence process be performed. Perform the due diligence of getting the project on the right track by preparing all the necessary information and

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