**Enterprise Resource Planning**

**April 2022 Examination**

# **Q1. India has a variety of local shops other than organized retail outlets. These shops however do not have an infrastructure to support the demand for online payment and home delivery of goods. In today’s scenario it is an opportunity for these small and medium enterprises to compete with the large establishments who have a technology infrastructure. How can an integrated system such as ERP help them in competing in the market? What challenges would they face? (10 Marks)**

# **Answer 1.**

## **Introduction**

Technology has emerged as one of the most significant factors that impact each form of business. Be it a small business challenge or a large one, over the past a long time, it'd now not be possible for a person to deny the significance of technology inside business industries. India is a developing country, but those small business establishments do not have the infrastructure to combine online charge facilities and domestic delivery. Looking at the opposite nations, the small enterprise companies significantly contribute to the country's economy. A system like the

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# **Q2. ERP helps in integration of various functional areas within the organisation. How can Internet technologies and today’s latest trends like social networking and mobile technologies enable the business to strategically connect with its customers, suppliers, and others stakeholders? Discuss this in the context of an Educational Institution. (10 Marks)**

# **Answer 2.**

## **Introduction**

Social networking sites appear to be available to everybody, allowing groups to track the activity of present customers and capability clients. Technology allows marketers to research so much about the company-focused public's values preferences, including sports, letting them expand a more powerful marketing method to attract prospective clients. The consumption of social networking websites seems to have become a common critical interest inside the current generation. Digital networks are generally used for social contact, news, and commentary

**Q3. Genuine Chemical Company uses the Internet and an electronic commerce website to connect to its customers and suppliers, and to capture data and share information about sales orders and purchases. Sales order data are captured at branch units and transferred to a central processing Centre where they are processed immediately. Simultaneously the inventory and other databases are updated. Videoconferencing and electronic mail services are also provided. Data generated by a chemical refinery process are captured by sensors and processed by a computer. Complex refinery problems are posted by an engineer for which they get suggested solutions compiled from the experience of others. Decision makers are provided with periodic reports and also have a facility to refine their decision with the use of computers. The Executives at the top get access to summaries which map organizational performance to their goals and competitors.**

# **Genuine Chemical Company has started forming business alliances and using web connectivity to build a global electronic commerce website using a Portal which helps in offering their products and services to customers worldwide. Genuine Chemical Company is in the midst of making fundamental changes to their computer-based systems to increase the efficiency of their e-business operations and their managers’ ability to react quickly to changing business conditions.**

# **a. Identify the various systems / technologies used by Genuine Chemical Company. How are they supporting the various tasks in the organization? (5 Marks)**

# **Answer 3.**

# **3a**

## **Introduction**

An actual chemical agency uses diffusion of technologies to run its operations. Such chemical companies are considered a critical region in recent times. The use of specific advanced technology within the chemical organization has made it more and more famous in the market. Here shows what technology or systems are used in an actual chemical enterprise.

**Q 3b. Why are they making fundamental changes to their computer-based systems? Would you suggest an ERP solution to Genuine Chemical Company to increase the efficiency of their e-business? Justify your answer. (5 Marks)**

**Ans 3b.**

**Introduction**

The genuine chemical company wants to make their business increasingly more computer-based systems to increase the excellent computer first-rate industry. Additionally, the motive for building the exemplary computer-based system is that they need to control the e-business. In