

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No.: 1

Course:	MBA	Class:	MBA I	Semester:	II
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Subject:	E-MBA/ MBA-HR/ MBA-II- Enterprise Resource Planning
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) Explain the brief history of ERP and list few of the market leaders in ERP package with their brief description.
- b) Explain a case analysis of ERP in business (Marketing/Finance/Human Resource)

Q.2) Attempt ANY TWO of the Following (800 Words) (12)

- a) What are different benefits that can be occurred by any ERP?
- b) Explain the implementation process of ERP system and its configuration.
- c) Explain the role of ERP Marketing Campaign Management.
- d) Explain the advantage of ERP accounting and financial modules.

Q.3) Write Short Notes on (ANY TWO) (08)

- a) Relationship between ERP & SCM.
- b) E-Marketplace.
- c) Limitations of ERP in Business.
- d) Customization in ERP.

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