Code No: 138FZ **R16**

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
B. Tech IV Year II Semester Examinations, December - 2020
ENTREPRENEUR RESOURCE PLANNING
(Common to CE, ME, ECE, CSE, IT)

Time: 2 Hours **Max.Marks:75**

Answer any Five Questions
All Questions Carry Equal Marks
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1.a) What is the need for business process reengineering?
b) What are the major elements of Supply chain management? [6+9]

2. Describe the appropriate marketing strategy at various stages of product life cycle. [15]

3.a) Do ERP systems strengthen or weaken a corporate manager's control over operation? Explain.
b) What sort of analysis is carried out at post-implementation stage of ERP? [8+7]

4.a) What is the composition of ERP project team?
b) What major aspects are to be considered in technical evaluation of ERP package? [7+8]

5. How does financial accounting differ from managerial accounting? Explain how ERP systems can facilitate the operations of both the domains. [15]

6. How can ERP system summarize and present briefly the detailed resumes of candidates shortlisted from a bunch of applicants? [15]

7.a) What are the weaknesses of SAP?
b) Which are the verticals targeted by SSA Global? [7+8]

8.a) How is total quality management linked to the success of ERP?
b) What are the future technological challenges in ERP? [8+7]

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