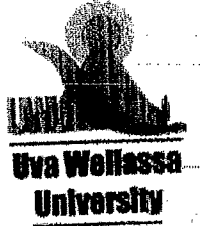


Uva Wellassa University

Faculty of Management



Degree of Bachelor of Business Management in Entrepreneurship and Management

THIRD YEAR FIRST SEMESTER EXAMINATION – JUNE/JULY 2017

EMG 311-2 Enterprise Resource Planning

Instructions to candidates:

No. of pages : Four (04)
No. of questions : Six (06) Essays
Time : Two (2) Hours
Marks allocated : 100

Index No:

Answer only **Four (04)** questions including question no 01.

01. McWins Holding Limited manufactures processed meat items under the brand name of "Mcmeat" and distributes both locally and internationally. The firm has revenue base of over Rs.10 billion. It employs close to 1,000 people spread across multiple locations with a very large number of warehouses. It is the largest meat process company in Sri Lanka in terms of global sales for the year 2016. Recently, the management of McWins Holdings Limited has decided to procure ERP software and implement organization wide due to the issues in legacy system.

You are required to;

i. Discuss the phases of ERP implementation process in McWins Holdings Limited with relevant examples.

(15 Marks)

ii. Discuss the pre and post ERP implementation issues that can be faced by McWins Holdings Limited.

(10 Marks)

(Total Marks 25)



02. Today, Business Managers try to think in terms of business processes that integrate the functional areas, thus promoting efficiency and competitiveness.

i. Differentiate business process from business functions with relevant examples.

(10 Marks)

ii. Assume you own a medium scale restaurant which has four main functional areas of operations namely Marketing and Sales, Supply Chain Management, Human Resources and Accounting and Finance. All the functions in your restaurant are run through integrated information system.

You are required to select any of the above functional areas of operation and discuss what information it will require from other functional areas through the integrated information system.

(15 Marks)

(Total marks 25)

03. Enterprise Resource Planning (ERP) is core software used by companies to coordinate information in every area of business.

i. Discuss the evolution of ERP System.

(10 Marks)

ii. "ERP doesn't make your business better. It can't. It's only software. What it can do is give your business the potential to become better".

Monk & Wagner (2013)

Do you agree with this statement? Explain your answer with relevant examples.

(15 Marks)

(Total Marks 25)

04.

- i. GK Marketing Pvt. Limited's partial process for reimbursing sales personnel for their business expenses as follows.

Mala is a salesperson in GK Marketing Pvt. Limited who travels frequently for her job. After Mala incurs travel expenses on her personal credit card, she completes a paper expense report, makes a copy for her records, attaches receipts for any expenses over Rs. 1000, and mails the report to her Zonal Manager at the branch office. The manager, Kevin, reviews the report and either approves it or mails it back to Mala with a note asking for an explanation, verification, or modification. Once Kevin approves the expense report, he mails it to the corporate office.

You are required to develop a partial process map for above expense reporting process.

(10 Marks)

- ii. Write short notes on any **three (03)** of the following topics.
- Process Modelling
 - Electronic Data Interchange (EDI)
 - Radio Frequency Identification Technology (RFID)
 - Cloud Computing
 - Business intelligence (BI)
 - Mobile Computing

(15 Marks)

(Total Marks 25)



05.

i. Discuss the core activities of Customer Relationship Management (CRM).

(10 Marks)

ii. Managing, sharing, controlling, and evaluating the data required to manage a company's human capital are simplified by an integrated information system.

Discuss the key attributes of the Human Resource Module in any of the ERP System.

(15 Marks)

(Total Marks 25)

06.

i. Discuss the roles of ERP Vendors and Consultants with relevant examples.

(10 Marks)

ii. Compare the following **three** types of ERP implementation methods.

a. Big Bang Approach

a. Middle-Road Approach

b. Vanilla Approach

(15 Marks)

(Total Marks 25)