



NP – 998

32

VI Semester B.B.A. Examination, June/July 2025  
(NEP Scheme) (F+R)

**BUSINESS ADMINISTRATION**

**Paper – 6.6(b) (Vocational – 2) : Enterprise Resource Planning Application**

Time : 2½ Hours

Max. Marks : 60

**Instructions :** Answer should be written in **English** only.

SECTION – A

1. Answer **any six** sub-question of the following. **Each** sub-question carries 2 marks. **(6×2=12)**
- What is business intelligence ?
  - Give the meaning of cloud computing.
  - What is web enabled wireless technology ?
  - Expand ERP and CRM.
  - What is meant by business processes re-engineering ?
  - What is e-procurement ?
  - What is closed-loop MRP ?
  - Who are the main players in the ERP market ?



SECTION – B

- Answer **any three** of the following questions. **Each** question carries 4 marks. **(3×4=12)**
- What are the reasons for the explosive growth of the ERP market ?
  - What is business integration and how do the ERP systems achieve it ?

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4. Discuss the role and importance of customer relationship management in today's business environment.
5. Explain the future trends in ERP and its impacts.
6. Discuss different types of CRM modules.

### SECTION – C

Answer **any three** of the following questions. **Each** question carries **12 marks**.

**(3×12=36)**

7. What are the factors that are critical for the success of the ERP implementation ?
8. Discuss the significance of web enabled ERP for dotcom companies.
9. Explain the different types of ERP modules.
10. Define enterprise resource planning. Explain the benefits of ERP.
11. Discuss the components and advantages of DSS.