MBA – MARKETING/FINANCE/HR/ PRODUCTION & OPERATIONS MANAGEMENT (MBABM)

00184

Term-End Examination

December, 2014

MBMI-002 : ENTERPRISE RESOURCE PLANNING – II

Time : 3 hours   *Maximum Marks : 100*

Note :

    (i)   *Section I is **compulsory**.*

    (ii)   *In Section II, attempt any **five** questions from questions no. 3 to 8.*

    (iii)   *Italicized figures to the right indicate maximum marks.*

SECTION I

1. Neelkamal is one of the dominant leaders in the plastic furniture market in India. The company recently completed an order for a sum of ₹ 5,00,000 to M/s Integra Systems. Neelkamal also received payment through bank for the order. However, to their surprise, they found 50 chairs each worth ₹ 100 were returned back by the customer owing to excess supply. Though Neelkamal has accepted the returns, it got stuck up with updating the returns into their ERP systems. You are approached as a consultant trainee in this regard.

    (a) Draw and explain the returns cycle clearly on the basis of goods returned after receiving full payment.   *10*

    (b) How would it affect the ERP system, if the returns were notified before the payment was received ?   *5*

    (c) How would it affect the ERP system, if the returns were notified before billing is done ?   *5*

2. Taking an example of an organization involved in the sales and distribution business, explain the complete Sales Cycle elaborating the role of each department and the function carried out by them in the accomplishment of the business process.   *10*

SECTION II

3. Explain how the business process is achieved using Sales Document Types. Give examples of Sales Document Types and their basic functions. 7+7

4. Using the example of creation of a Sales Order, explain how the data entered during the creation of Sales Document helps to determine the various parameters that are needed for determination of the correct pricing procedure. 7+7

5. Explain the following with suitable examples :

   (a) Creating a Sales Order and its Document Structure 7

   (b) Creating an Outbound Delivery and its Delivery Structure. 7

6. Suppose you were an SAP solution consultant, who is on the team of implementing an industry-specific SAP solution in the following cases :

   (a) A purely Logistics company has decided to implement an SAP solution.

   (b) An automobile manufacturing company has decided to implement an SAP solution.

   (c) A retailer such as Walmart has decided to implement an SAP solution.

Then for each of the cases above answer the following questions :

(i)   What is the sequence of implementation of the SAP modules (amongst SD, FI, MM, PP (Production and Planning)) that you would suggest for the respective cases ?   *7*

(ii) Give reasons for the sequence stated in your answer to Q. (i) above.   *4*

(iii) Is an alternative sequence advisable ? Give reasons.   *3*

7. (a) What is Returnable Packaging ?   *4*

(b) What is Internal Sales Organisation in Sales and Distribution (SD) ? Elaborate.   *10*

8. (a) Which three organisational elements make up a sales area ? Briefly explain their functions.   *7*

(b) Draw the chart for an internal sales organisation.   *7*