National University of Computer and Emerging Sciences, Lahore Campus

	Course:		Course	
		Enterprise Information Systems	**Code:**	**CS447**
	Program:	**BS(Computer Science)**	**Semester:**	**Spring-2020**
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	Section:	**All Sections**	**Page(s):**	**9**
	Exam Type:	**Final**		

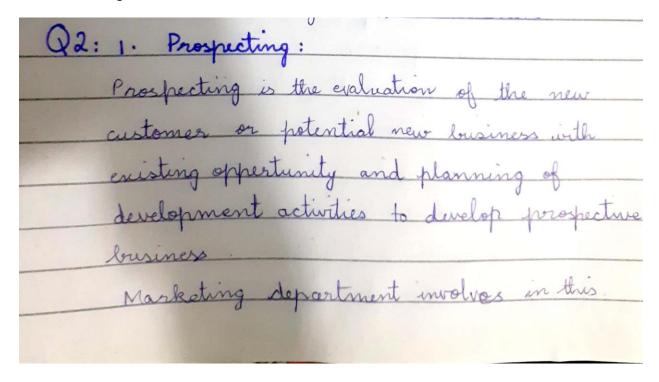**Student: Name:___Areesha Iftikhar_____ Roll No. L166320____ Section: A_____**

Q1: Explain following CRM activities. Do not write more than 2 lines for each. (6 Points)

1. Cross selling
2. Up selling
3. Sales force automation

Q1 : 1. Cross Selling :

Cross selling can be defined as the selling of related and additional products with the main original product. From seller's point of view, it has higher margins.

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2. Up - selling :

Up selling is encouraging the customer to buy a upgrade version of the product other than what they actually needed

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3. Sales force automation :

Sales force automation in CRM is generally used to record all the steps followed in CRM. It also records the contact made with customer and reason to contact. It also forecast customer needs based on customer's history and transactions

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Q2: Explain following SAP CRM customer development cycle concepts, also state which part/department of the enterprise is involved in each. Do not write more than 2-3 lines for each. (8 Points)

1. Prospecting
2. Acquiring
3. Servicing
4. Retaining

Q2: 1. Prospecting:

Prospecting is the evaluation of the new customer or potential new business with existing oppertunity and planning of development activities to develop prospective business

Marketing department involves in this.

2. Aquiring

In aquiring salespeople develop business prospects into customers and sales tasks like processing inquiries, quotes and sales orders become increasingly important in this phase.

Sales department involves in it

3. Servicing :

Servicing is how the company deals with customer's problems. Service tasks including technical support, fixing quality problems and complaint handling are critical to maintain customer satisfaction.

Customer service department involves in it.

4- Retaining :

Retaining is the making sure that the customers are satisfied by the timely delivery of quality products and services at a fair price.

Q3:

CIO magazine offers a tutorial on CRM that addresses many practical questions and considerations. For example, companies should be emphasizing CRM as a strategy, not just a technical solution. This approach, in many ways, is similar to the way companies should implement ERP solutions; if management just considers an ERP system to be a technical solution, without thinking about strategy and change management, the project is doomed to fail. CRM's strategy helps an organization understand its customers and grasp how to meet their requirements. This strategy translates into selling customers what they want, cross-selling if possible, obtaining new customers while retaining old ones, closing deals faster, and in general, offering better customer service. Companies can implement this CRM strategy through call centers, Web sites, advertising, or other channels. Patterns of customer behavior can be tracked from each of these areas and combined into a single depiction of the customer. According to CIO, if someone has multiple accounts with one bank, it is to the bank's benefit to treat this person well each time it has any contact with him or her, even if the employee serving that customer has very little business with him or her.

A CRM project should be run across all departments, like an ERP project. And management buy-in and commitment is critical for it to be successful. Traditionally, financial services and telecommunications organizations have been the first to adopt CRM. Manufacturing organizations are the last.
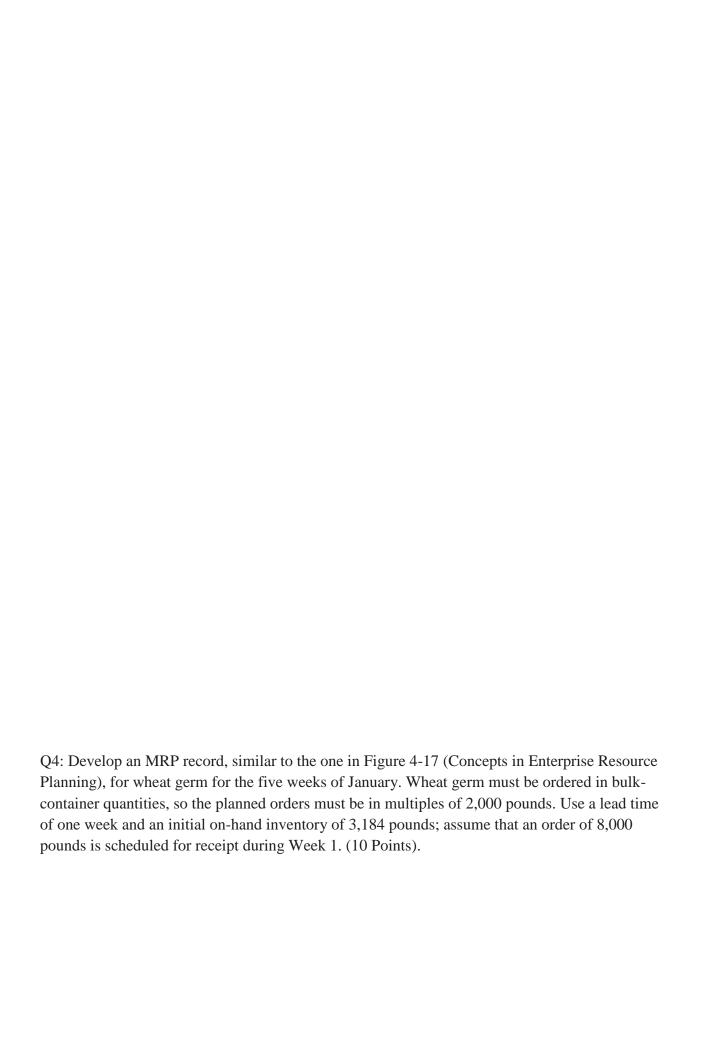
There has been a shift toward on-demand CRM, but some companies have reported problems with this newer delivery of the software. In 1999, Salesforce.com introduced on-demand CRM, which was an attractive option for small to midsized companies that wanted to get into CRM without a huge initial investment. However, integration can be tricky, especially with larger and more complex integration spanning many departments; upgrades are problematic; and privacy-sensitive organizations, such as health care, are reluctant to give up data to a third party.

What are the advantages and disadvantages of on-demand CRM for a small to midsized company? What are the advantages and disadvantages for a large company? Write clearly each as point; also do not write more than 1 – 2 lines for each point. (10 Points)

Q3: Advantages for small to midsized companies.

Advantages are as follows:

1. one-to-one marketing

As the company's budget is small so that this help company to tailor products, promotions and price after categorization of customers.

2. Sales Force Automation

It helps them to route customers who contact them and also forecast customers needs based on their history and transactions.

3. Call center Automation

When customers calls a company to get assistance with companys product, representative can query a knowledge and have a database containing information can help small sized to midsized companies to make sure that their customer will be satisfied.

4. Marketing encyclopedias

It help them to save money and allow customers to take help from sales

person on online portal.

Disadvantages:
1- Sales compaign management.
   It requires large amount of money.
   which small to midsized company can't
   afford.

Advantages to large companies:
1- One to one marketing:
   It helps large companies to increase
   their sales by categorizing their customers
   and can use upselling or cross selling
   according to their customer.

2- Sales Force Automation:
   Large companies can provide customer's
   products according to their needs due to
   this feature

3- Sales compain management.
   It helps them to grow their business
   by proper and expensive marketing

4- Marketing Encyclopedias

It helps them to communicate with their customers on online portals.

5- Call center Automation

It help them develop good relation with their customers by responding them on their problems specifically.

Disadvantages:

As the com larges companies want to secure their data and don't want to share them but if they use third party system they have to share their data with them.

Q4: Develop an MRP record, similar to the one in Figure 4-17 (Concepts in Enterprise Resource Planning), for wheat germ for the five weeks of January. Wheat germ must be ordered in bulk-container quantities, so the planned orders must be in multiples of 2,000 pounds. Use a lead time of one week and an initial on-hand inventory of 3,184 pounds; assume that an order of 8,000 pounds is scheduled for receipt during Week 1. (10 Points).

Q4:

Assume shipping weighs = 72 Pounds

Wheat grain   lead time = 1 week

		week 1	week 2	week 3	week 4	week 5
MPS	NRG-A	994	984	984	984	1037
	NRG-B	422	422	422	422	444
MPS	NRG-A	35	35	35	35	37
(2000 lb batch)	NRG-B	15	15	15	15	16
Gross Requirements NRGA/NRGB = 50		2500	2500	2500	2500	2650
Scheduled Receipts		8000				
Planned receipts		?	10000	8000	10000	8000
On hand 8184		2316	4316	2316	4316	2316
Planned order		10000	8000	10000	8000	8000

Q5: State implications of Sarbanes-Oxley Act for ERP Systems. Write to the point. (12 Points)

Q6: Following is the SAP ERP approach to production planning. State/Identify purpose of each and justify accordingly. Do not write more than 2 lines for each. (16 Points)

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  ┌─────────────────┐        ┌─────────────────┐
  │ Sales forecasting │        │ Starting inventory│
  └────────┬────────┘        └────────┬────────┘
           │                          │
           ▼                          ▼
  ┌──────────────────────────────────────────┐
  │       Sales and operations planning        │
  └──────────────────────┬─────────────────────┘
                         │
                         ▼
  ┌──────────────────────────────────────────┐
  │            Demand management               │
  └──────────┬──────────────────────┬─────────┘
             │                      │
             ▼                      ▼
    ┌─────────────┐          ┌─────────────┐
    │  Detailed   │          │     MRP     │
    │  scheduling │          │             │
    └──────┬──────┘          └──────┬──────┘
           │                        │
           ▼                        ▼
    ┌─────────────┐          ┌─────────────┐
    │  Production │          │  Purchasing │
    └─────────────┘          └─────────────┘
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6: Sales Forecasting:

Sales forecasting is the process of predicting future demand for company's product.

Starting Inventory:

Starting Inventory contains the raw products to produce goods

SOP:

It is the process to determine what company will produce.

Demand Management Step:

In this step, production plan is broken down into smaller time units i.e weekly or daily to meet the demand for individual products.

Detailed Production Schedule:

Detailed production schedule will determine when the production line will switch between RG-A and NRG-B bars

MRP:

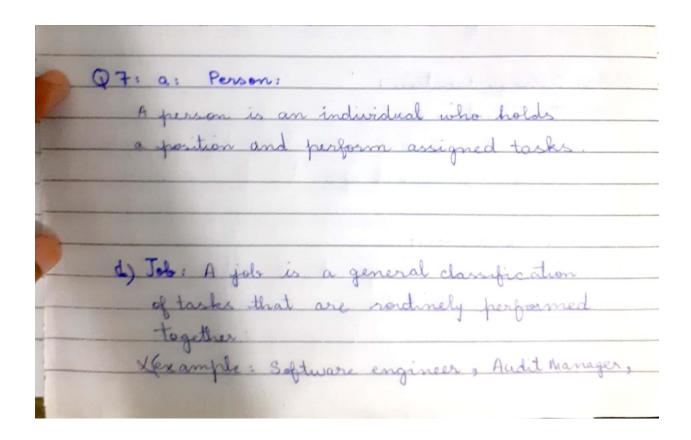MRP process is the process to determine the time and amount of raw materials to order.

Purchasing:

Create raw materials purchase orders in purchasing step.

Q7: Identify each (SAP ERP HR Module Concepts) with example (not present in the book).
Write only 2-3 lines for each. (8 Points)

    a. Person
    b. Position
    c. Tasks
    d. Job

Q7: a: Person:

A person is an individual who holds
a position and perform assigned tasks.

d) Job: A job is a general classification
of tasks that are routinely performed
together.

✗ Example: Software engineer, Audit Manager,

Bank Examiner etc)*

Ex : Examiner , Manager

b) Position :

A position is with respect to an individual employee within organization. Position is an instance of job

Examples : Bank Examiner, Audit Manger

c) Tasks :

Tasks can be assigned to a specific position or can be grouped together in a job.

Example : tasks of bank examiner are investigate financial institutions, arrange audits , review policies.

Q8: Explain each following in max two lines for both data migration approaches (Data driven and Transaction driven). Write only 2 – 3 lines for each. (10 Points).

- Outage duration
- Data volume
- Data quality
- Data retention
- Enablement of new system functionality

Q8: Outrage duration:

Transaction Driven:

During migration, dowa duration of system when it is not operational.

Table

~~Data~~ driven:

Data becomes operational after migration of complete data.

Transaction Driven

Data Volume:

Amount of data that has been migrated.
Data volume matters as the data has to be
~~loaded~~ converted into load file.

Data Quality:

Data is loaded with standard load programs
provided by ERP system.

Data Retention:

This makes it necessary for customers
to store data in read only mode in
legacy system in order to comply
with local legislation on data retention
timelines.

Enablement of new system functionality:

Using standard load programs.
E New system functionality is enabled
parallel to data migration.

Table Driven:

Data volume:

High data volume challenge can be overcame by archiving activities were intensified. Volume and scope of data is bigger.

Data Quality:

Data Quality doesn't effect as the data is migrated and mapped one to-one to the tables of new ERP system.

Data Retention:

Data retention were revised at the client side.

Enablement of new System functionality:

New system functionalities are enabled after data migration.