National University of Computer and Emerging Sciences, Lahore Campus

	Course:	**Enterprise Information Systems**	**Course Code:**	**CS447**
	Program:	**BS(Computer Science)**	**Semester:**	**Spring-2020**
	Duration:	**Hours** 4	**Total Marks:**	**80**
	Paper Date:	**01-07-2020**	**Weight**	**45 %**
	Section:	**All Sections**	**Page(s):**	**9**
	Exam Type:	**Final**		

Student: Name:_____ Roll No._____ Section:_____

Instruction/Notes:	Cutting and over writing will not be acceptable. Attempt all questions. Please write to the point. Please write/paste hand written images in the space given below each question.

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

1. Cross selling
   Customers can be offered products related to what they are now buying
2. Up selling
   The company could choose to promote higher-margin products in the same lines (up-selling) to those customers
3. Sales force automation
   Using the CRM software, occurrences of customer contacts are logged in the company's database. The SFA feature of CRM software can automatically route certain customers who contact the company to a particular sales representative. Companies can also use SFA tools to forecast customer needs, based on the customer's history and transactions, and to alert sales representatives accordingly.

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

    i. **a potential new customer (or potential new business opportunity with an existing customer) is evaluated, and development activities (emails, sales calls, mailings, etc.) are planned to develop the prospective business.**

    ii. **Marketing tasks overcome in this phase.**

2. Acquiring

    i. **salespeople develop business prospects into customers**
    ii. **sales tasks (processing inquiries, quotes, and eventually sales orders) become increasingly important in this phase**

3. Servicing

    i. **service tasks (including technical support, warranty work, product returns, fixing quality problems, and complaint handling) are critical to maintaining customer satisfaction.**

    ii. **Sales tasks are still important, but service tasks (including technical support, warranty work, product returns, fixing quality problems, and complaint handling) are critical to maintaining customer satisfaction.**

4. Retaining

    i. **making sure that current customers are satisfied by timely delivery of quality products services at a fair price**
    ii. **Sales and service tasks are still critical, but marketing tasks are again important to anticipate changes in customers' requirements**

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)

Advantages:

Economical

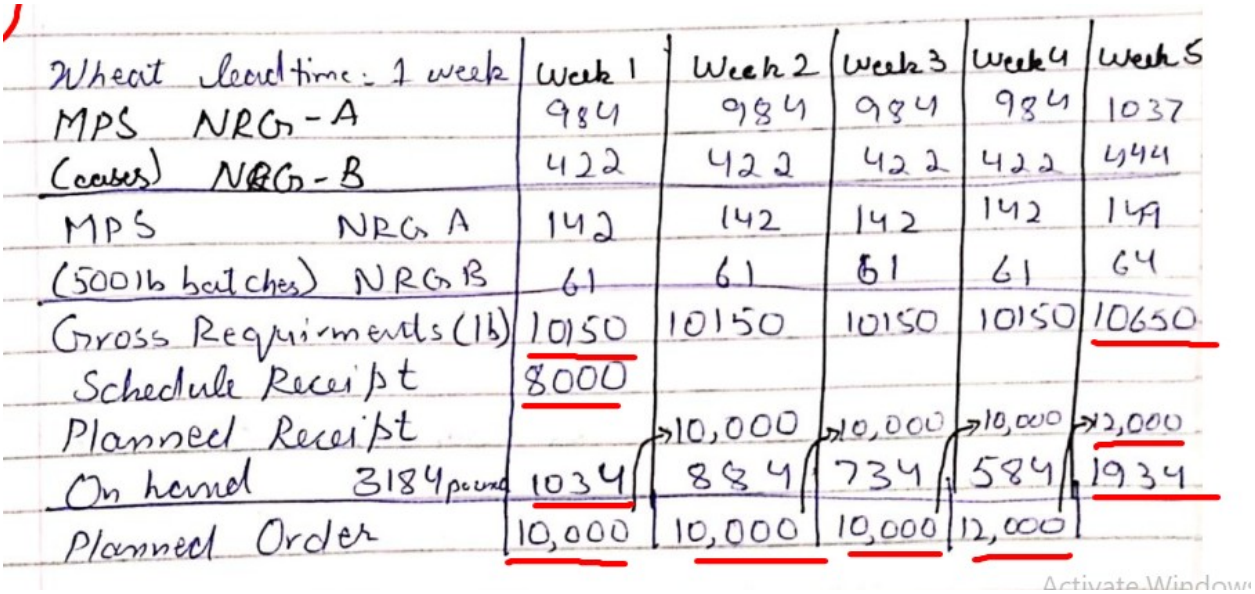
Short Implementation Time

Disadvantages:

Less flexibility

No customization.

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).



Wheat lead time: 1 week	Week 1	Week 2	Week 3	Week 4	Week 5
MPS NRG-A	984	984	984	984	1037
(cases) NRG-B	422	422	422	422	444
MPS NRG A	142	142	142	142	149
(500 lb batches) NRG B	61	61	61	61	64
Gross Requirements (lb)	10150	10150	10150	10150	10650
Schedule Receipt	8000				
Planned Receipt		10,000	10,000	10,000	2,000
On hand 3184 pounds	1034	884	734	584	1934
Planned Order	10,000	10,000	10,000	12,000	

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

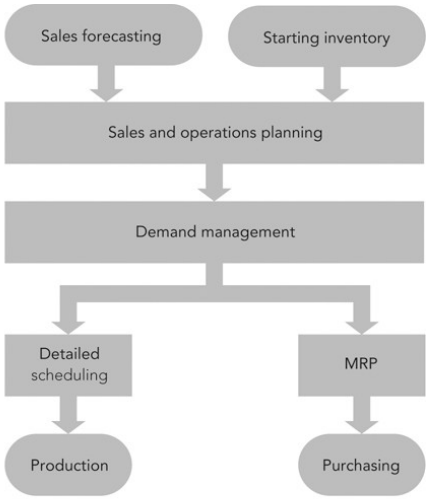
Archiving

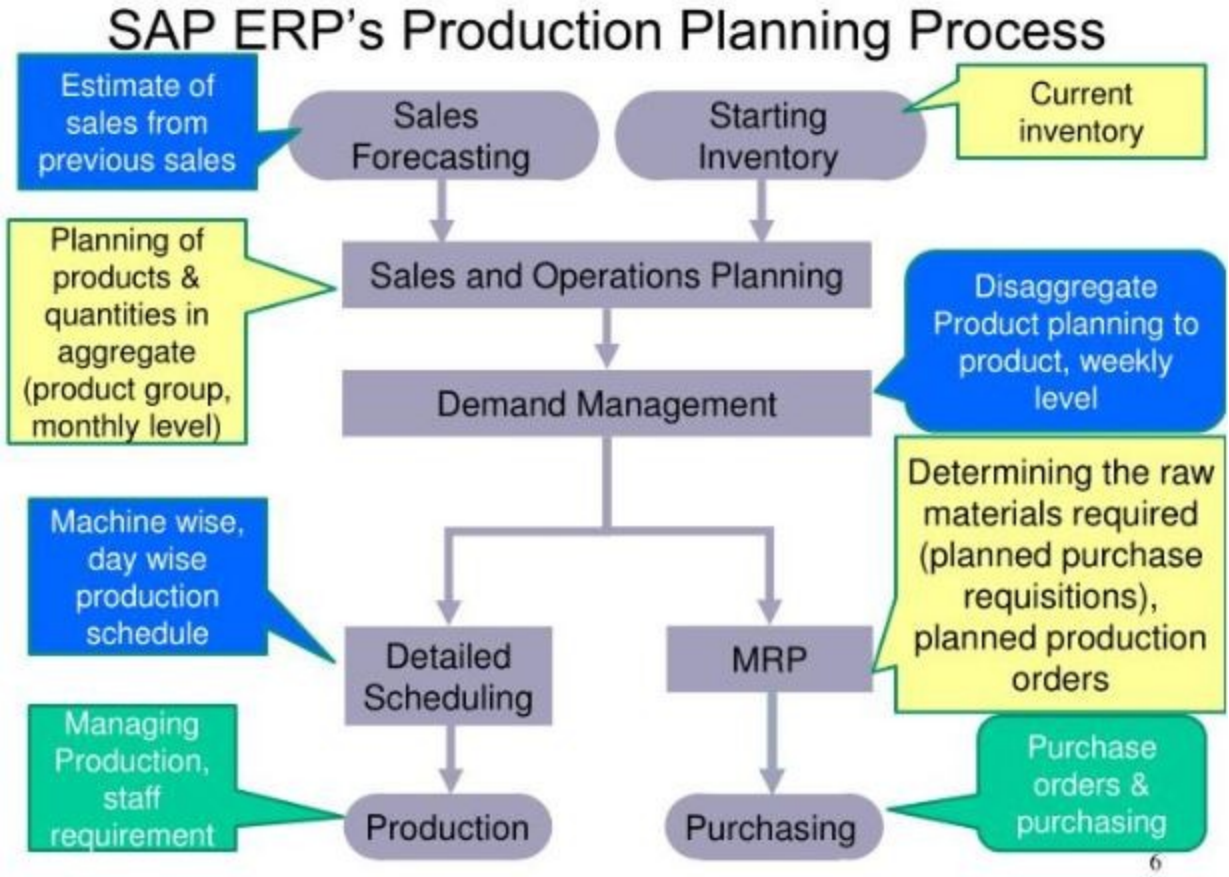
Internal Controls

Setting up limits on size of transactions – Tolerance groups

Financial Transparency

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)





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

- **Person is a** unique individual who holds a position and who performs tasks, which are the assigned
- **Job** is a general classification of tasks that are routinely performed together

'Jobs are meant to describe the duties someone performs, e.g. Engineer, Accountant, Manager'

- **Position** is an individual employee assignment within the organization

'Positions are meant to describe specific instances of that job, e.g. Trainee Engineer, Senior Cost Accountant, Sales Manager'

- **Tasks** can be assigned to a position directly, or they can be grouped together in a job

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
  - Table driven more outage duration and transaction driven less
- Data volume
  - Table driven more data volume and transaction driven less
- Data quality
  - More expected data quality with transaction driven than table driven because of volume
- Data retention
  - Data retention more with transaction driven and less/no with table driven
- Enablement of new system functionality
  - Early enablement of system functionality with transaction driven than table driven.