


National University of Computer and Emerging Sciences, Lahore Campus

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Section: A

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
2. Up selling
3. Sales force automation

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①

Question: 1

1. **Cross-Selling**: This is the technique of selling a different product to an existing customer based on ~~the~~ the customer's buying history. The seller will use this technique to suggest a product, related to customer's buying history -

2 + 1 + 2

2. **UpSelling**: The technique of selling an expensive product version than the one the customer wanted to buy. Using this technique the seller can also add more products to the original purchase.

3. **Sales force automation (SFA)**: This technique can automatically route certain customers who contact the company to a particular sales representative. & forecast customer needs, based on customer's history & transaction.

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

②

Question: 2

1- Prospecting: Finding a new potential customer, evaluating the new customer, development activities are planned to develop the prospective business and marketing tasks overcome in this phase.
ERP department: Marketing. 2

2- Acquiring: Salespeople develop business prospects into customers, Marketing is still the critical task, but sales task become increasingly important in this phase. 1.5 **ERP department:** Sales

3- Servicing: Service tasks including technical support, warranty work, product returns, fixing quality problems & complaint handling) are critical to maintaining customer satisfaction. 2 **ERP department:** Services

4- Retaining: Making sure that current customers are satisfied by timely delivery of quality products & services at a fair price. 1.5 **ERP department:** ~~Inventory management, sales~~

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)

Question: 3

Advantages & Disadvantages for a small to mid-sized company:

2.5 Advantages: Modularity, live data, security, mobility, data integrity & ~~scal~~ scalability.

Disadvantages: Limitations of CRM, more time used for data inputting, high cost, implementation is used for inputting data, It may not suit every business, requires a process-driven sales organization.

Advantages & disadvantages for large companies:

2 Advantages: Modularity, security, data integrity, scalability.

Disadvantages: major release require user training, time consuming.

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).

Question: 4

Wheat germ lead time = 1 week		Week 1	Week 2	Week 3	Week 4	Week 5
MPS (cases)	NRG - A	984	984	984	984	1037
	NRG - B	422	422	422	422	444
MPS (500 lb. batches)	NRG - A	1422	1422	142	142	149
	NRG - B	61	61	61	61	64
Gross requirements		10150	10150	10150	10150	10650
Scheduled receipts		8000				
Planned receipts			10000	10000	10000	12000
On-hand		1034	884	734	584	1934
Planned orders		3184				
		10,000	10,000	10,000	12,000	

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

Question: 5

1. Archiving: SAP ERP offers a very few ways to delete items - Data are removed from SAP ERP system only after they have been recorded to media for permanent storage. SAP ERP systems keep track of when data are created or changed.

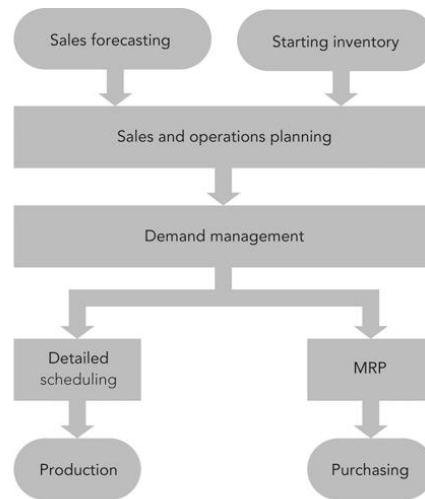
2. User authorization: SAP ERP has sophisticated user administration tools that allow different levels of authorization management. Ensure that employees can perform only the transactions required for their jobs. Profile generator provides a simple method for selecting functions that a user should be allowed to perform.

3. Tolerance Groups: Setting limits on the size of transaction an employee can process - In SAP ERP, this is done using tolerance groups. Tolerance groups preset limits on an employee's ability to post transactions. & set limits on dollar value for a single item in a document as well as total value of document.

4. Financial Transparency: ERP systems provide the ability to drill down from a report to the source documents that created it. Makes it easier for auditors to confirm integrity of reports. With a

properly configured and managed ERP system, there are direct links b/w the company's financial statements & individual transactions that make up the statements. So, Fraud & abuse can be detected more easily.

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)



Question: 6

- 1- **Sales forecasting:** Sales forecasting is the process of predicting future demand for a company's products.
- 2- **Sales and operations planning (SOP):** Sales and operation planning is the process of determining what the company will produce.
- 3- **Demand management step:** In this step, the production plan is broken down into smaller time units, such as weekly or even daily to meet demand for individual products.
- 4- **Materials requirements planning (MRP):** This process determines the amount and timing of raw material orders.
- 5- **Purchasing step:** In this step, the quantity and timing information from MRP process is used to create raw materials purchase orders, which are transmitted to qualified suppliers.
- 6- **Detailed scheduling:** This process uses the production plans developed during the demand management step as an input for a production schedule. The detailed scheduling method used depends on the manufacturing environment. & determine when the production line switch between RG-A & NRG-B bars.

7- **Production process**: This process uses the detailed schedule to manage daily operations. e.g. what should we be producing?

8- **Starting inventory**: This provides the company's inventory at the start of an accounting period.

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

Question: 7

a. Person: A person is a unique individual who holds a position & who performs tasks, which are assigned

e.g. Jack, Oliver.

b. Position: A 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, marketing administrative assistant.

c. Job Tasks: Tasks can be assigned to a position directly, or they can be grouped together in a job.

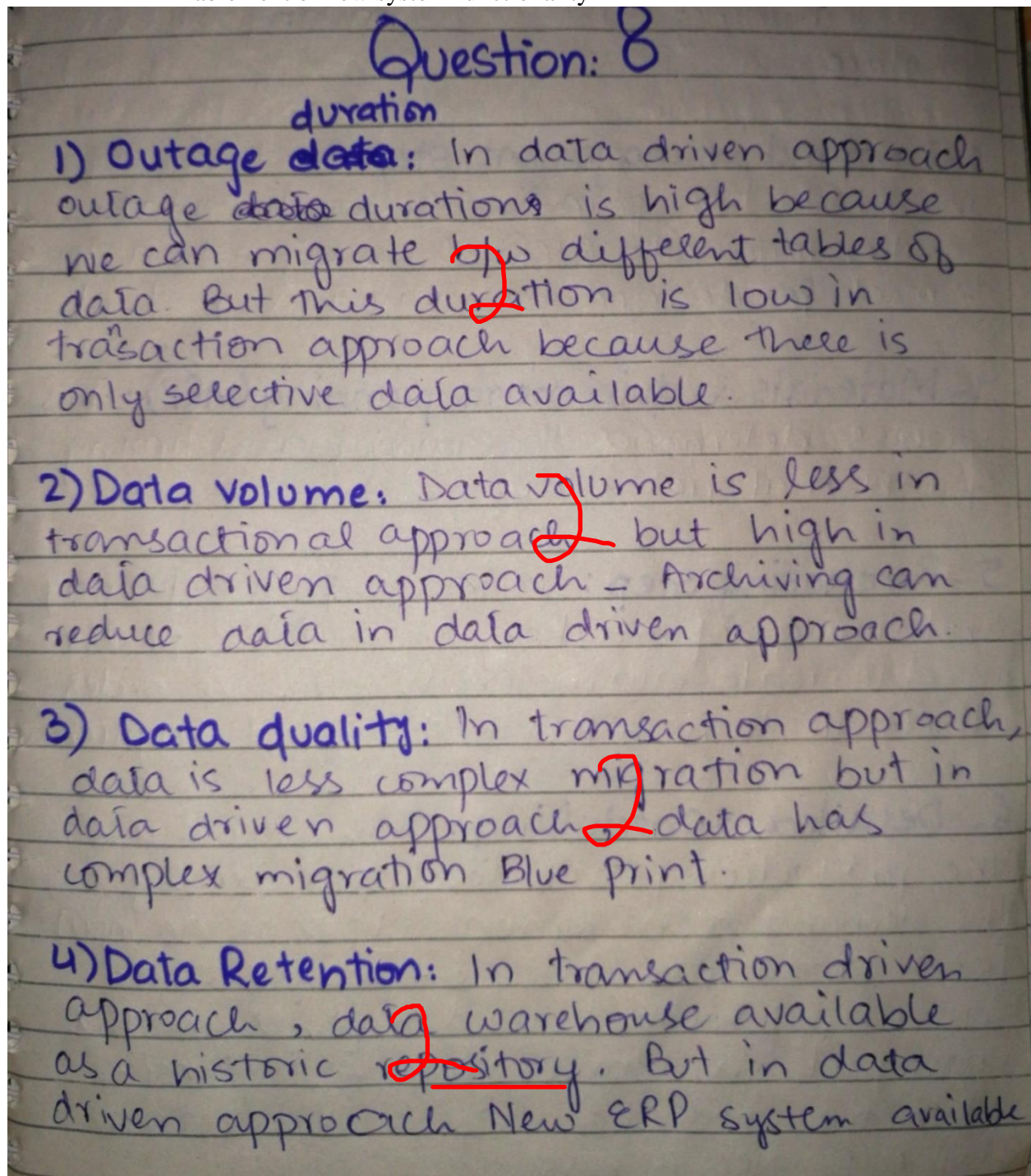
e.g. ~~preparing~~ ^{prepare} budget reports, ^{prepare} balance sheets, ^{preparing} inventory valuation report

d. Job: A job is a general classification of tasks that are routinely performed together. Jobs are meant to describe duties someone performs.

e.g. Engineer, accountant, manager.

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



as a historic repository.

5) Enablement of new system functionality:

In data driven approach, it provides functional improvements & ~~are~~ cleansing and housekeeping activities for full data set. In transactional approach, it provides functional improvements parallel to data migration & cleansing & housekeeping activities for active data only.