



CBCS Scheme

USN 4 V Z 2 3 M D M 4 1

08 June 2024

First Semester MBA Degree Second Internal Assessment Test
MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR [22MDM11]

Time: 1 ½ Hours

MBA DIGITAL MARKETING

Max. Marks: 50

- Note: 1. Answer any TWO full questions from Q1 to Q3.
2. Question number 4 is compulsory.
3. M: Marks, L: Bloom's Level, C: Course Outcomes.

			M	L	CO
Q.1	a.	What is meant by OB?	03	L1	CO1
	b.	Bring out the factors influencing development of personality.	07	L2	CO2
	c.	Elaborate the Perceptual process and development of attitude.	10	L3	CO3
Q.2	a.	Distinguish between Group and Team.	03	L1	CO1
	b.	Compare between Maslow's Needs of Hierarchy and Alderfer's ERG theory.	07	L2	CO2
	c.	Explain the process of development of Group and impact of group on individual behaviour.	10	L3	CO3
Q.3	a.	Differentiate between Power and politics.	03	L1	CO1
	b.	Explain the sources of power for individuals.	07	L2	CO3
	c.	What is organization culture? Discuss briefly various types of organizational culture.	10	L3	CO3
Q.4	Case study	<p>The Solar Panel Development Team at Green Tech Solutions is a high-performing group tasked with creating the next generation of solar panels. However, recent team meetings have been tense. There seems to be a growing conflict between Sarah, the experienced lead engineer, and Michael, the newly recruited genius with a revolutionary approach.</p> <ul style="list-style-type: none">• Sarah prefers a structured approach, emphasizing proven methods and safety regulations.• Michael champions innovation and pushes boundaries, often proposing untested ideas. <p>While Sarah appreciates Michael's creativity, she worries about the risks of his methods. Michael, on the other hand, feels his ideas are constantly shut down</p>	10	L3	CO3

<p>and finds Sarah's approach stifling. This has created a rift within the team, affecting morale and hindering progress on the project. Other team members are caught in the middle, unsure of whom to support.</p> <p>Question</p> <p>a. Analyze the situation using concepts from Organizational Behavior. Identify the specific challenges present and propose solutions to address the conflict within the team.</p>			
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VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
Centre For Post Graduate Studies
DEPARTMENT OF MANAGEMENT STUDIES
Hanchya-Sathgalli Layout, Outer Ring Road, Mysuru-570019

CBCS Scheme

USN **4VZ23MDMA1**

May, 2024

First Semester MBA Degree Second Internal Assessment Test

ECONOMICS FOR DECISION MAKING [22MDM12]

Time: 1 ½ Hours

Section B

Max. Marks: 50

Note: 1. Answer any TWO full questions from Q.No.1 to 3.

2. Q. No. 4 is compulsory.

M-Marks, L-Bloom's taxonomy Level, CO-Course Outcome

			M	L	CO
1.	a)	Describe the demand curve facing a firm operating in a perfectly competitive market. How does this impact the firm's pricing decisions in the short run?	03	L5	CO1
	b)	Discuss the determinants of market power in a monopoly. How does a monopoly firm maximize its profits in terms of output and pricing decisions? Explain with examples.	07	L2	CO1
	c)	Analyze the characteristics of monopolistic competition. Compare and contrast short-run and long-run equilibrium in this market structure. How do firms in monopolistic competition achieve equilibrium, and what factors influence their decision-making?	10	L2	CO1
X <input checked="" type="checkbox"/> What is Macroeconomics and its Scope?			03	L1	CO3
X <input checked="" type="checkbox"/> Explain the Consumption Function and its Determinants.			07	L2	CO3
X <input checked="" type="checkbox"/> Define the Investment Function and Factors Affecting Investment.			10	L1	CO3
3.	a)	Discuss the Classical and Keynesian Theories of Business Cycles.	03	L1	CO3
	b)	Discuss the Marginal Efficiency of Capital and its Importance in Investment Decisions.	07	L2	CO3
	c)	Define the Business Cycle and Identify its Phases.	10	L3	CO3
4.	Case study: Electronics Pvt. Ltd. It manufactures and sells a wide range of electronic products, including smartphones, televisions, and home appliances. The company operates in a dynamic environment influenced by the fluctuations of the Indian business cycle. Over the past decade, XYZ Electronics Pvt. Ltd. has experienced the impact of various phases of the Indian business cycle. From periods of robust economic growth to challenging downturns, the company has navigated through the ups and downs of the economy while striving to maintain its market position and profitability.			10	L3
	1. Describe the effects of the expansion phase of the Indian business cycle on Electronics Pvt. Ltd. 2. How does Electronics Pvt. Ltd. adjust its production and investment strategies during economic peaks?				CO3



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CBCS Scheme

USN

4	V	2	2	3	M	D	M	4	1
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Second Semester MBA Degree Second Internal Assessment Test
FINANCIAL ACCOUNTING AND ANALYSIS [22MDM13]

Time: 1 ½ Hours

Section D

Max. Marks: 50

Note: 1. Answer any TWO full questions from Q.No.1 to 3.
2. Q. No. 4 is compulsory.

			M	L	CO																																
1.	a)	What is Tax Planning	03	L1	CO4																																
	b)	Prepare Comparative Statement of Profit and Loss from the following Statement of Profit and Loss: <table border="1"><thead><tr><th>Particulars</th><th>Note No.</th><th>31st March, 2019 (₹)</th><th>31st March, 2018 (₹)</th></tr></thead><tbody><tr><td>I. Income Revenue from Operations (Net Sales)</td><td></td><td>3,00,000</td><td>2,50,000</td></tr><tr><td>II. Expenses Cost of Materials Consumed</td><td></td><td>1,20,000</td><td>1,00,000</td></tr><tr><td>Changes in Inventories of WIP and Finished Goods</td><td></td><td>(2,000)</td><td>5,000</td></tr><tr><td>Employees Benefits Expenses (Wages)</td><td></td><td>30,000</td><td>25,000</td></tr><tr><td>Other Expenses</td><td></td><td>22,000</td><td>20,000</td></tr><tr><td>Total</td><td></td><td>1,70,000</td><td>1,50,000</td></tr><tr><td>III. Net Profit (I-II)</td><td></td><td>1,30,000</td><td>1,00,000</td></tr></tbody></table>	Particulars	Note No.	31st March, 2019 (₹)	31st March, 2018 (₹)	I. Income Revenue from Operations (Net Sales)		3,00,000	2,50,000	II. Expenses Cost of Materials Consumed		1,20,000	1,00,000	Changes in Inventories of WIP and Finished Goods		(2,000)	5,000	Employees Benefits Expenses (Wages)		30,000	25,000	Other Expenses		22,000	20,000	Total		1,70,000	1,50,000	III. Net Profit (I-II)		1,30,000	1,00,000	07	L3	CO5
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	c)	<p>Given the following information of ABC Ltd at the end of 2004. Calculate the following information.</p> <p>a) Cost of goods sold b) Gross profit c) Closing stock d) Trade debtors e) Fixed assets</p> <ul style="list-style-type: none"> • Current ratio 1.75 • Liquid ratio 1.25 • Stock turnover (cost of sales/closing stock) 9 • Gross profit ratio 25% • Debt collection period 1.5 months • Turnover to fixed assets 1.2 • Sales Rs 12,00,000 	10	L4	CO4																																																																		
2.		<p>Prepare Trading and Profit and Loss Account for the year ended 31st 03 2018 Balance sheet as at that date from the following Trial Balance.</p> <table border="1"> <thead> <tr> <th>Particulars</th> <th>Amount</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>Capital</td> <td></td> <td>1,00,000</td> </tr> <tr> <td>Cash</td> <td>15,000</td> <td></td> </tr> <tr> <td>Bank Loan</td> <td></td> <td>20,000</td> </tr> <tr> <td>Purchases</td> <td>1,20,000</td> <td></td> </tr> <tr> <td>Sales</td> <td></td> <td>1,50,000</td> </tr> <tr> <td>Sales Return</td> <td>10,000</td> <td></td> </tr> <tr> <td>Purchases Return</td> <td></td> <td>20,000</td> </tr> <tr> <td>Establishment Expenses</td> <td>22,000</td> <td></td> </tr> <tr> <td>Taxes and Insurance</td> <td>5,000</td> <td></td> </tr> <tr> <td>Bad Debts</td> <td>5,000</td> <td></td> </tr> <tr> <td>Provision for Doubtful Debts</td> <td></td> <td>7,000</td> </tr> <tr> <td>Debtors</td> <td>50,000</td> <td></td> </tr> <tr> <td>Creditors</td> <td></td> <td>20,000</td> </tr> <tr> <td>Commission</td> <td></td> <td>5,000</td> </tr> <tr> <td>Deposits</td> <td>40,000</td> <td></td> </tr> <tr> <td>Opening stock</td> <td>30,000</td> <td></td> </tr> <tr> <td>Drawings</td> <td>14,000</td> <td></td> </tr> <tr> <td>Furniture</td> <td>6,000</td> <td></td> </tr> <tr> <td>Bills receivable</td> <td>32,000</td> <td></td> </tr> <tr> <td>Bills payable</td> <td></td> <td>25,000</td> </tr> <tr> <td>Input CGST</td> <td>10,000</td> <td></td> </tr> </tbody> </table>	Particulars	Amount	Amount	Capital		1,00,000	Cash	15,000		Bank Loan		20,000	Purchases	1,20,000		Sales		1,50,000	Sales Return	10,000		Purchases Return		20,000	Establishment Expenses	22,000		Taxes and Insurance	5,000		Bad Debts	5,000		Provision for Doubtful Debts		7,000	Debtors	50,000		Creditors		20,000	Commission		5,000	Deposits	40,000		Opening stock	30,000		Drawings	14,000		Furniture	6,000		Bills receivable	32,000		Bills payable		25,000	Input CGST	10,000		20	L4	CO5
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Input SGST	10,000	
Output CGST		8,000
Output SGST		8,000
Output IGST		6,000
Total	3,69,000	3,69,000

Adjustments:

Salaries Rs.1,000 Taxes Rs.2,000 are outstanding but insurance Rs. 500 is prepaid.

Commission Rs.1,000 Received in advance for the next year.

Interest Rs.2,100 is to be received on deposits and interest and bank loan Rs.3,000 is to be paid.

Provision for doubtful debts to be maintained at Rs. 10,000

Depreciate furniture by 10%

Stock on 31st March 2018 is Rs.45,000

A fire occurred on 1st April ,2018 destroying goods costing Rs. 10,000. These goods were purchased paying CGST and SGST @6% each.

3.	a)	What do you mean by Forensic Accounting?	03	L1	CO4																												
	b)	Calculate Trend Percentages from the following figures of ABC Ltd., taking 2000 as base and interpret them.	07	L3	CO5																												
	c)	<table border="1"> <thead> <tr> <th>Year</th> <th>Sales</th> <th>Stock</th> <th>Profit before tax</th> </tr> </thead> <tbody> <tr> <td>2000</td> <td>1,500</td> <td>700</td> <td>300</td> </tr> <tr> <td>2001</td> <td>2,140</td> <td>780</td> <td>450</td> </tr> <tr> <td>2002</td> <td>2,365</td> <td>820</td> <td>480</td> </tr> <tr> <td>2003</td> <td>3,020</td> <td>930</td> <td>530</td> </tr> <tr> <td>2004</td> <td>3,500</td> <td>1160</td> <td>660</td> </tr> <tr> <td>2005</td> <td>4000</td> <td>1200</td> <td>700</td> </tr> </tbody> </table>	Year	Sales	Stock	Profit before tax	2000	1,500	700	300	2001	2,140	780	450	2002	2,365	820	480	2003	3,020	930	530	2004	3,500	1160	660	2005	4000	1200	700	10	L2	CO5
Year	Sales	Stock	Profit before tax																														
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2005	4000	1200	700																														

4. The Financial Position of ABC Ltd. as on 31 st March was as follows:

10 L3 CO5

Liabilities	2006	2007	Assets	2006	2007
Current Liabilities	72000	82000	Cash (A/c)	8000	7200
Loan from Z Ltd	-----	40000	Debtors (A/c)	70000	76800
Loan from Bank	60000	50000	Stock (A/c)	50000	44000
Capital (A/c)	200000	200000	Land (A/c)	40000	60000
P&L A/C (A/c)	96000	98000	Building (A/c)	100000	110000
			Machinery (A/c)	214000	244000
			Provision for dep (A/c)	(54000)	(72000)
	428000	470000		428000	470000

During the year Rs 52,000 were paid as dividend. Prepare Cash Flow Statement.



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CBCS Scheme

USN

07 June 2024

First Semester MBA Degree Digital Marketing Second Internal Assessment Test

T2: STATISTICS FOR MANAGERS [22MDM14]

Time: 1 ½ Hours

Max. Marks: 50

- Note: 1. Answer any TWO full questions from Q1 to Q3.
 2. Question number 4 is compulsory.
 3. M: Marks, L: Bloom's Level, C: Course Outcomes.

			M	L	CO												
Q.1	a.	State the uses of normal distribution.	03	L2	CO3												
	b.	A box contains 50 coins numbered from 1 to 50. One coin is drawn at random. Find the probability that the number on the coin drawn will be multiple of: a) 3 or 9 $P(A \cup B) = P(A) + P(B)$ b) 5 or 7	07	L4	CO3												
	c/ X	Following table gives the number of days in a 60 days period during which road accidents occurred in a town. Fit Poisson distribution to the data:	10	L4	CO3												
		<table border="1"> <tr> <td>No of accidents</td> <td>0</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> <tr> <td>No of days</td> <td>31</td> <td>18</td> <td>7</td> <td>3</td> <td>1</td> </tr> </table>	No of accidents	0	1	2	3	4	No of days	31	18	7	3	1			
No of accidents	0	1	2	3	4												
No of days	31	18	7	3	1												
Q.2	a.	A card is drawn from a well shuffled pack of playing cards. What is the probability that it is either a spade or a king?	03	L4	CO3												
	b/ X	Suppose that a manufacturer finds 3 defects per unit of product in the inspection. Using Poisson Distribution calculate the probability of finding a product without defect, 4 defect and 5 defects (Given $e^{-3} = 0.0498$)	07	L4	CO3												
	c/ X	A company produces plastic bottles and it is found that production process 20% items are defective. Each item is inspected before being supplied to customers but the inspector incorrectly classifies an item 20% of the time. Only items classified as good are supplied. 816 items are supplied, how many of them are expected to be defective?	10	L4	CO3												
Q.3	a.	A company wants to randomly select 4 workers from a total of 10 workers. How many combinations of 4 workers can be selected?	03	L4	CO3												
	b.	Determine the trend of the following by the semi-average method.	07	L5	CO4												

		<p>Estimate the demand for the year 2013.</p> <table border="1"> <thead> <tr> <th>Year</th><th>Actual value</th></tr> </thead> <tbody> <tr><td>2014</td><td>20</td></tr> <tr><td>2015</td><td>26</td></tr> <tr><td>2016</td><td>28</td></tr> <tr><td>2017</td><td>30</td></tr> <tr><td>2018</td><td>33</td></tr> <tr><td>2019</td><td>38</td></tr> <tr><td>2020</td><td>42</td></tr> <tr><td>2021</td><td>46</td></tr> <tr><td>2022</td><td>50</td></tr> </tbody> </table>	Year	Actual value	2014	20	2015	26	2016	28	2017	30	2018	33	2019	38	2020	42	2021	46	2022	50												
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	c.	<p>Fit a straight line trend by the method least squares from the following data:</p> <table border="1"> <thead> <tr> <th>Year</th><th>Values</th></tr> </thead> <tbody> <tr><td>2014</td><td>110</td></tr> <tr><td>2015</td><td>115</td></tr> <tr><td>2016</td><td>120</td></tr> <tr><td>2017</td><td>105</td></tr> <tr><td>2018</td><td>109</td></tr> <tr><td>2019</td><td>112</td></tr> <tr><td>2020</td><td>120</td></tr> </tbody> </table>	Year	Values	2014	110	2015	115	2016	120	2017	105	2018	109	2019	112	2020	120	10	L5 CO4														
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Q.4		<p>Calculate the seasonal indices from the following data of sale of a commodity by average method.</p> <table border="1"> <thead> <tr> <th>Year</th><th>1st Quarter</th><th>2nd Quarter</th><th>3rd Quarter</th><th>4th Quarter</th></tr> </thead> <tbody> <tr><td>2015</td><td>72</td><td>68</td><td>80</td><td>70</td></tr> <tr><td>2016</td><td>76</td><td>70</td><td>82</td><td>74</td></tr> <tr><td>2017</td><td>74</td><td>66</td><td>84</td><td>80</td></tr> <tr><td>2018</td><td>76</td><td>74</td><td>84</td><td>78</td></tr> <tr><td>2019</td><td>78</td><td>74</td><td>86</td><td>82</td></tr> </tbody> </table>	Year	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	2015	72	68	80	70	2016	76	70	82	74	2017	74	66	84	80	2018	76	74	84	78	2019	78	74	86	82	10	L5 CO4
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CBCS Scheme

USN

4	V	2	2	3	M	D	M	4	1	1	1
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06 June 2024

**First Semester MBA Degree in Digital Marketing Second Internal
Assessment Test
Marketing Management (22MDM15)**

Time: 1½ Hours

Section -Digital Marketing

Max. Marks: 50

Note: 1. Answer any TWO full questions from Q.No. 1 to 3.

2. Question No. 4 is compulsory.

3. M: Marks, L: Bloom's Level, C: Course Outcomes

			M	L	CO
Q.1.	a)	Define the term pricing.	03	L1	CO3
	b)	Briefly explain the stages of a product life cycle with diagram.	07	L2	CO3
	c)	Enumerate various stages in new product development.	10	L4	CO3
Q.2.	a)	Define advertisement.	03	L1	CO4
	b)	Elaborate the steps involved in personal selling.	07	L2	CO4
	c)	Explain the factors that affect channel choice.	10	L2	CO4
Q.3.	a)	What is green marketing?	03	L2	CO5
	b)	Describe the components of marketing audit.	07	L2	CO5
	c)	Explain the steps involved in marketing planning.	10	L3	CO5
Q.4.	Case Study	Bengaluru is a globally known city and hence has right tourism potential. The estimation is that Kempegowda International Airport in Bengaluru received about 22 million passengers a year. The tourism minister says "Even if 10% of these passengers stop over and spend some time in Bengaluru it will create huge revenue for the government & hospitality industry". As part of promoting tourism potential of Bengaluru. The department is planning to promote brand Bengaluru. All the events organized or sponsored by the tourism department will be brought under the brand Bengaluru. This includes Kadalekai Parishe, Chitra Santha, Bengaluru Golf Tournament & Namma Bengaluru Habba. The logo of the brand is being sourced & an app for the tourist will be prepared. The app will have all the information needed for outstation tourism to smoothly travel in the city & be able to see around the tourist places. All agencies related to the development of Bengaluru including BBMP, BDA & the hospitality industry will be asked to adopt the brand Bengaluru. Based on the case study answer the following questions.			

Int Ext SWOT STP	Product mix Market Tech Cost Customer Pre Channel	P Preparing Answering Potential, Present objection closing deal
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Intro growth mature decline withs

Idea dev
Idea convd
developing SInv
Business analy
Product dev
market test
Commercializ.
evaluating

	<p>Questions:</p> <p>a. What could be some new marketing strategies adopted by tourism department to promote brand Bengaluru?</p> <p>b. Prepare a plan for the contents of the App, such that any person globally can access & avail information regarding the facilities available at the airport.</p>	5	L2	CO3
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4VZ23MDM41



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USN 4V223MDM41

06 June 2024

First Semester MBA Degree in Digital Marketing Second Internal
Assessment Test

Business communication & Management Information System (22MDM16)

Time: 1½ Hours

Section -Digital
Marketing

Max. Marks: 50

Note: 1. Answer any TWO full questions from Q.No. 1 to 3.

2. Question No. 4 is compulsory.

3. M: Marks, L: Bloom's Level, C: Course Outcomes

			M	L	CO
Q.1.	a)	Define Management Information System	03	L1	CO3
	b)	Briefly Explain the impact of Information Technology (IT) on society.	07	L2	CO3
	c)	Explain the components of an information system.	10	L4	CO3
Q.2.	a)	What is a Knowledge Work System	03	L1	CO4
	b)	Describe the concept of a balanced scorecard and its importance.	07	L2	CO4
	c)	Choose two emerging technologies (e.g., AI, IoT, AR/VR) and discuss their potential applications in different business sectors.	10	L2	CO4
Q.3.	a)	What is Real-Time Enterprise?	03	L2	CO5
	b)	Describe how Enterprise resource planning is helpful for Organization.	07	L2	CO5
	c)	Provide examples of how MIS can be used to improve a specific business function (e.g., marketing, finance, operations).	10	L3	CO5
Q.4.	CaseStudy	Global Widget Co., a manufacturer of household goods, faced production delays and inventory issues due to siloed data across departments. They implemented an ERP system that integrated finance, inventory management, and production planning. This provided real-time data visibility, allowing for: Optimized Production Scheduling: Production could be adjusted based on accurate inventory levels and sales forecasts. • Reduced Material Waste: Accurate material requirements minimized over-ordering and waste.			

- **Improved Efficiency:** Streamlined workflows and communication between departments.

Questions:

- Besides production and inventory, what other areas of Global Widget Co. might benefit from the ERP system??
- How could Global Widget Co. ensure employee adoption and maximize the value of their ERP system?

L2
5
CO3
5