

# MANAGEMENT

## INFORMATION

### SYSTEM

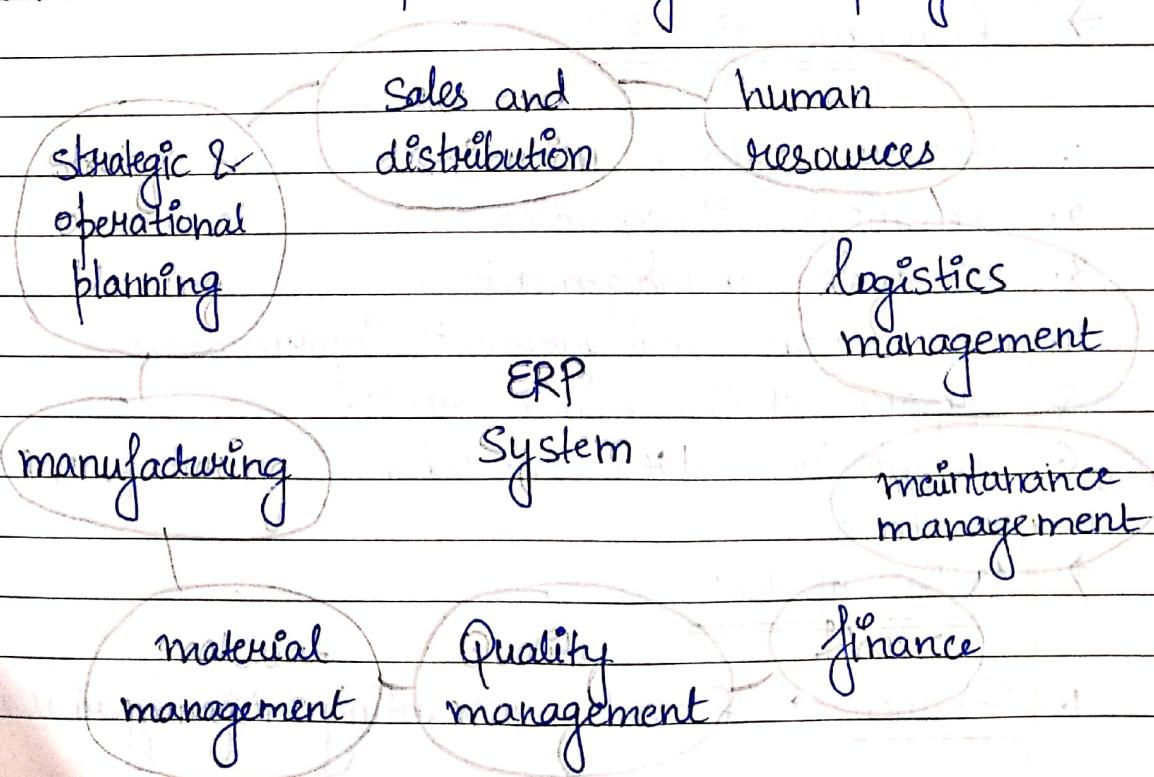
#### ASSIGNMENT-2

## ASSIGNMENT-2.

Ques → Explain ERP system with example of any organization.

⇒ ERP

- An ERP stands for Enterprise Resource Planning. It is a process whereby an enterprise, often a manufacture, manages and integrates the important parts of its business.
- An ERP Management information system integrates many areas such as planning, purchasing, inventory, sales, marketing, finance, and human resources.
- ERP is an integrated, real-time, cross-functional enterprise application, an enterprise-wide transaction framework that supports all the internal business processes of a company.



## ⇒ Why of ERP?

- ERP is very helpful in following areas -
- Business integration and automated data update.
- Linkage between all core business processes and easy flow of integration.
- Flexibility in business operations are more agility to the company.
- Better analysis and planning capabilities.
- Critical decision making.
- Competitive advantage and use of latest technologies.

## ⇒ Features of ERP

1. accommodating variety
2. seamless integration
3. resource management
4. Integration management information
5. Supply chain management
6. Integration data model.

## ⇒ Scope of ERP

1. Finance → Finance accounting, Managerial

accounting, treasury management, asset management, budget control, costing, and enterprise control.

2. Logistics → Production planning, material management, plant maintenance, project management, events management, etc.
3. Human resource → Personnel management, training and development.
4. Supply chain → Inventory control, purchase and order control, supplier scheduling, planning, etc.
5. Work flow → Integrate the entire organization with the flexible assignment of tasks and responsibility to locations, position, jobs, etc.

### ⇒ Advantages of ERP

1. Reduction of lead time
2. Reduction of cycle time
3. Better customer satisfaction
4. Increased flexibility, quality and efficiency
5. Improved information accuracy and decision making capability.
6. On-time shipment.
7. Improved resource utilization and supplier performance.
8. Reduced quality costs.

9. Quick decision-making
10. Forecasting and optimization
11. Better transparency.

→ Disadvantages of ERP

1. Expense and time in implementation
2. Difficulty in integration with other system.
3. Risk of implementation failure.
4. Difficulty in implementation change.
5. Risk in using one vendor.

Ques → Discuss SCM and CRM in detail.

→ CRM

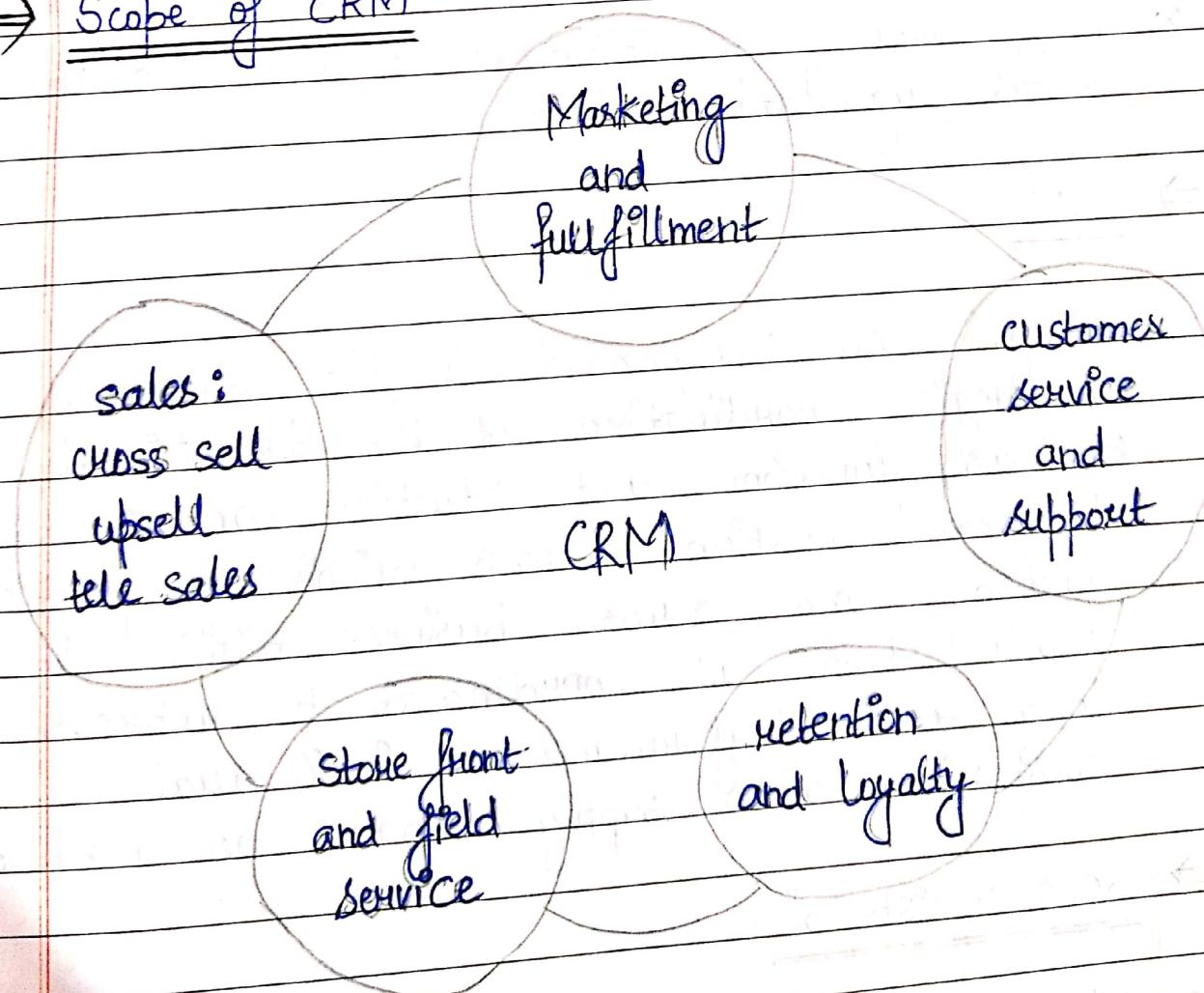
Customer Relationship Management is a comprehensive strategy and process of acquiring, retaining and partnering with selective customers to create superior value for the company and the customer. It involves the integration of marketing, sales, customer service and the supply chain functions of the organization to achieve greater efficiencies and effectiveness in delivering customer value.

⇒ Why CRM?

- To keep track of all present and future customers.

- To identify and target the best customers
- To let the customers know about the existing as well as the new products and services.
- To provide real-time and personalized services based on the needs and habits of existing customers
- To provide superior service and consistent customer experience.
- To implement a feedback system.

⇒ Scope of CRM



## ⇒ Advantages of CRM

1. Provides better customer service and increases customer revenues.
2. Discovers new customers.
3. Cross-sells and up-sells products more effectively.
4. Helps sales staff to close deals faster.
5. Makes call centers more efficient.
6. Simplifies marketing and sales processes.

## ⇒ Disadvantages of CRM

1. Some time record loss is a major problem.
2. Overhead costs.
3. Giving training to employees is an issue in small organisations.

## ⇒ SCM

Supply Chain Management is the systemic, strategic coordination of the traditional business functions and tactics across these business functions - both within a particular company and across business within the supply chain - all coordinated to improve long term performance of individual companies and supply chain as a whole.

## ⇒ SCM consists of -

- Operations management
- logistics

- procurement
- information technology
- integrated business operations.

## ⇒ Objectives of SCM

- To decrease inventory cost by more accurately predicting demand & scheduling production to match it.
- To reduce overall production cost by streamlining production and by improving information flow.
- To improve customer satisfaction.

## ⇒ Features of SCM

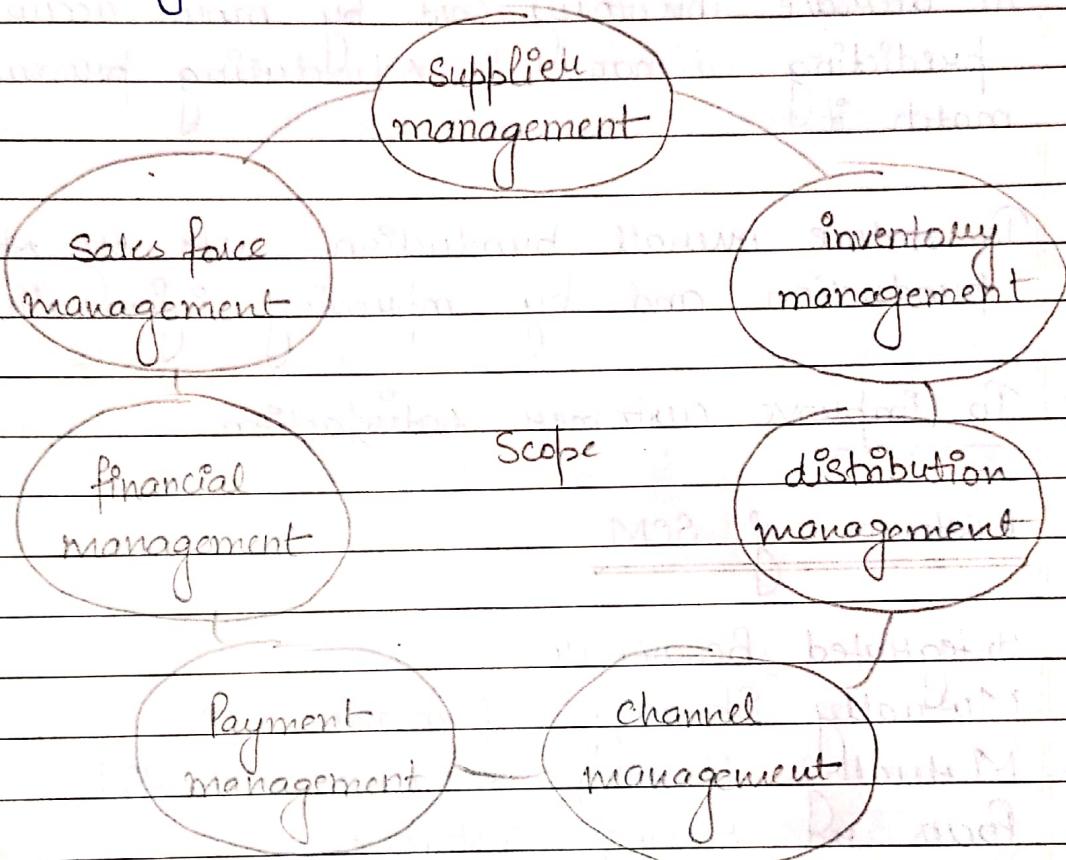
1. Integrated Behaviour
2. Mutually Sharing Information
3. Mutually Sharing Channel and Risk and Rewards
4. Focus on serving customer
5. Co-operation
6. Partnership to build and maintain long term relationships.
7. Relationships.
8. Integration of Process

## ⇒ SCM Processes

1. Customer Relationship Management
2. Customer Service Management
3. Demand Management
4. Customer Order Fulfillment

5. Manufacturing Flow Management
6. Procurement Management
7. Product Development and Commercialization
8. Returns Management.

### ⇒ Scope of SCM



Ques 3 → What is e-commerce and discuss various types of E-commerce

### ⇒ E-commerce

E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the Internet.

## ⇒ Types of E-commerce

### ① BUSINESS-TO-BUSINESS (B2B)

B2B e-commerce refers to all electronic transactions of goods and sales that are conducted between two companies. This type of e-commerce typically explains the relationship between the procedures of product and the wholesalers who advertise product for purchase to consumers. Sometimes this allows wholesalers to stay ahead of their competition.

### ② BUSINESS-TO-CONSUMER (B2C)

Perhaps the most common form of e-commerce, B2C e-commerce deals with electronic business relationships between business and consumers. Many people enjoy this avenue of e-commerce because it allows them to shop around for best prices, read customer reviews and often find different products that they wouldn't otherwise be exposed to in the retail world. This e-commerce category also enables business to develop a more personalized relationship with their customers.

### ③ CONSUMER-TO-CONSUMER (C2C)

This level of e-commerce encompasses all electronic transactions that take place between consumers. Generally, these transactions are provided by

online platforms, but often are conducted through the use of social media networks and websites.

#### ④ CONSUMER - TO - BUSINESS (C2B)

Not the most traditional form of e-commerce, C2B e-commerce is when a consumer makes their services or products available for companies to purchase. An example of this would be a graphic designer customizing a company logo or a photographer taking photos for an e-commerce website.

#### ⑤ BUSINESS - TO - ADMINISTRATION (B2A)

This e-commerce category refers to all transactions between companies and public administration.

This is an area that involves many services, particularly in areas such as social security, employment and legal documents.

#### ⑥ CONSUMER - TO - ADMINISTRATION (C2A)

Another popular e-commerce category. C2A e-commerce encompasses all electronic transactions between individuals and public administration.

Examples of this include taxes and health scheduling an appointment using an online service.

Ques 4 → Discuss EDP

⇒ EDP

Electronic data processing, an infrequently used term for what is today usually called "IS" (Information services or systems) or "MIS" (Management information services / systems) is the processing of data by a computer and its programs in an environment involving electronic communication.

⇒ Methods of EDP

- Time - sharing
- Real-time processing
- Online processing
- Multiprocessing
- Multitasking
- Interactive processing
- Batch processing
- Distributed processing.