# Subject Code : 17MCA2C12

**JAMAL MOHAMED COLLEGE (Autonomous)**

**TIRUCHIRAPPALLI – 620 020**

**Objective Type Questions**

**Department of Computer Science**

**Semester : II UG/PG : PG - MCA**

**Title of the Paper :Core – XII : ENTERPRISE RESOURCE PLANNING**

**UNIT - I**

1.ERP means

a) Enterprise Resource Person b) Execute Resource Planning

c) Enterprise Resource Planning d) Enterprise Read Planning

2.ERP Systems impose an integrated approach by establishing

a) common Set b) compound Set c) both a& b d) collections of set

3. The Functional Area of ERP module is

a) Sales order Processing b) Production Planning

c) Management Accounting d) All of these

4.The major Motivations for Streamlining &Re-Engineering Business process are

a)Customer Sophistication &deregulation b)Deregulation &TechnologicalAdvances

c)Changing values & Customer Sophistication d)All of these

5. The Value Chain Consists of

a)Primary b)Secondary

c) Both (a) & (b) d)None of these

6. After Re-Engineering, anintegrateddatabase supports ---------

a)CommonData b)Collections of Data

c)Both (a) & (b) d)None of these

7.The main challange in implementing ERP is whether to ----- to fit the software or whether to

------ to fit the organization is business process.

a)Organization& design b) the re-engineering business process &design the software

c) Change the organization business process & modify the software d) design& organization.

8.In System analysis ,the analyst undertakes a detailed analysis of the current system, using

------ and ------

a)Activities & characteristics b)Tools & Techniques

c)Tools and Protyping d)models& modeling

9.Detailed design involves ------

a) Interactive prototyping &extensive user involvement

b) Customer master data &interactive prototyping

c) Documentation& security

d) Common Data

10.When sales are done via tele-marketing ,telemarketing database are use for --------- and -------

a)trigger time & cost overruns b)cutover to the new system & big-bang

c)contacts &follow-ups d) migrating data from old to new & building software.

11.Knowledge management offers access to ---------------

a)Product pricing System b)Information resources

c)Management Control d)Advertising

12.Sales managers are responsible for -----------and for --------------to generate maximum revenue

and service.

a)design territories &allocating sales people

b)Creating territories &allocating salespeople time

c)Implementing territories&allocating sales people

d)maintain territories&allocating sales people

13.An accounting salespersons --------- and ------------- control functions.

a) Management& Reporting b)credit&product Profitability

c)Operational & management d)Debit and product profitability

14.A ----shows the estimated amount of revenue and expenditures each month

a) cash-flow implementation b) cash-flow analysis

c) cash-flow module d) cash-flow design

15.ABC means------------

a)Algorithm based costing b)accounting based costing

c)Activity based costing d) account based codes

16.MMS provide information on inventory levels of production materials ,-------- and ----------

a) usage of these of materials in production,location b)MRP,purchasing

c)TQM, JIT d)MRP,JIT

17. Suppliers can use ----------- to monitor the manufactures inventory levels by linking into

their inventory systems

a) JIT b)MRP c) MPS d) EDI

18.In B2B, -------------increased in Transaction Value

a) e-learning b)RFP c) e-commerce d) APS

19.The business processes supporting HR can be can be categorized into ------and --------

a)decision making process & job analysis b)job analysis & design

c)operational & management control d)operational and decision making process.

20.HR systems handle booking ------ and ------------

a)Position Control & business intelligent b)Security &user Friendliness

c)Document management & images d)travel services &associated expenses imbursement.

**UNIT- II**

21. Project risk assessment is based upon project size ,------------, and ------------

a) resources, requirement b) technological experience, project structure

c)organizational, size d) technological, organizational.

22.Successful ERP projects use a -----------to help implement the system on time

a)customer & vendor-accelerated implementation strategy

b)customer-accelerated implementation strategy

c)vendor-accelerated implementation strategy

d)change management implementation strategy.

23.--------,------ and conflicts among user departments are sources of risk.

a) lack of user agreement on a set of project goals, user communication

b) lack of senior management commitment, ineffective user communication

c) lack of user commitment, ineffective user communication

d) user contact failure , user communications.

24. Many organizations ignore management reporting requirements because of --------------------

a) don’t always have effective technology &projects tools

b) don’t always have effective technology & reporting tools

c) don’t always have effective query & reporting tools.

d) don’t always have effective projects & reporting tools.

25.A moment of information occurs when ------------

a) company gets information from the customer about demand.

b)company gets information from the customer about purchase

c)company gets information from the customer about management

d)company gets information from the customer about relationship.

26.Integrating the supply chain requires a commitment to ----------------

a) demand, process, organization and technology

b)strategy, process, organization and technology

c)strategy, open market, organization and technology

d)demand, cooperation, organization and technology.

27.A data mart is a -------------------

a)basis for making management decisions

b)Subset of data warehouse information

c)analysis of large quantities of data

d)basic for making & analysis of large quantities of data.

28.ERP provide the core infrastructure for --------------

a)SCM &CRM b)CRM&SCM c)EAI&CRM d)CRM&SAP

29.Cutting-Edge supply chain are-------------

a) merger of equals b)Single edged swords c)Double edged swords d)Split of equals

30.The supply chain are -------------

a) Score b)untapped vein c)Kmart d)Agenda

31.Cross-functional teams are a -----------in companies that run good supply chains.

a)Recurring theme b)regaining Control c)Success d)Chain consumer

32.The Consumers only care about

a)Product name b)Company name c)results d)Guarantee period

33.A----------is basically a set of facilities connected by transportation lanes

a)Warehouse b)FTL c)WIP d)Supply chain

34.In the ----------strategy,the supplier does not build a product until it has an order in hand

a) make to stock b)Make to Order c)assemble to ordering d)Make to purchase

35.Package carriers are viewed as a --------------

a)chains b)goods c)mode d)inventory

36.each exchange has a -------------

a)Customer & supplier b)Demand &Cash flow

c)Supply &Customer d)Supply &Cash

flow.

37.JIT requires------------

a) Close partnership with Customers &Vendors b)Close partnership with customers

c)Close partnership with Vendors d)Close partnership with Supplier

38.VMI transfers ----------but ----------

a)Ownership&not control b)Customer & Control

c)Owner & Control d)Ownership &Customer

39.The Most ambitious replenishment program to data is--------------

a) ECR b)CPFR c)CR d)QR.

40.Attempts to gain a high degree of integration without compromising independent ownership an approach called----------------

a)Virtual Integration b)Vertical Integration c)Variability d)Inventory.

UNIT 3

41.In----------,a System is viewed as an assembly of Components that interact to produce collective behavior

a)output b)Cybernetics c)Key insight of cybernetics d)Input.

42.Linear Relations is described by --------------

a) Combining components b)Curves c) a and b d)Straight Lines

43.A regressive fax system is an example of ---------------

a)Supply chain. b)Positive feedback c)inventory d)Negative feedback

44.Phase Shift cause ------in supply chains

a)Havoc b)Distortions c)Demand amplifications d)demand .

45.A------ is nothing more than a simplified representation

a) System b)Supply Chain c) Model d) Relationship.

46.The ------ and ------- models are often referred to as formal models

a)Mathematical& Management b)Simulation& Conceptual

c) Conceptual &Mathematical d) Mathematical &Simulation

47.Models have ---------- and -----------

a)Processing & Outputs b)Input & Processing c)Input & Output d)Input & Parameters.

48.The Technique of running of a model many times with random values is called the

a)Montecarlo b)Hill-Climbing c)Testing d)Variability.

49.-------is based on optimizing models

a)CRM b)APS c)SRM d)CRM &SRM .

50.Supply Chain event managementsoftware,which offers

a)ability to define business process b)ability to declare business rule

c)ability to define business rule d)ability to define management process.

51. Which step is often a complex process in its own right, involving a sequence of

sophisticated

tasks.

a) buying b) Selling c ) Scheduling d) Privacy

52. Which standard procedure is to set a target level of product availability \_\_\_\_\_\_\_\_\_\_\_\_\_

a) Order fill rate b) Item fill rate

c) Customer service level d) Economy order quantity

53. Which is accessible to companies that have been approved for membership.

a) Public exchange b) Captive exchange c) Electronic exchange d) Private exchange

54. Which is on the web reduce the time and tedium of this process to a fraction of its former level

a) Electronic catalogue b) E-mail c) E-Meeting d) Electronic Auctions

55. Which is measured from the time a request for goods is submitted for purchasing to time

those goods available for use.

a) Fulfillment times b) Replenshment c) Response time d) Bursting time

56. Which values range from the leisurely place of ocean freighters to the blur of parts

flying throughphenumatic tubes.

a) Velocity b) Time c) Volume d) Speed

57. Which is the most systematic approach to allocating the Indirect costs.

a) Function based costing b) Staffing level based c) Activity based d) Work flow based

58. Which ratio is the most common measure for conventional production.

a) Spatial b) Turnover c) Return on Investigating d) Inventory

59. Which measures solicit feedback from customers who might otherwise remain silent.

a) Passive b) On-line deliver c) Effectiveness d) Turnover

60. Which is referred to the interval between repetitions of a periodic process.

a) Cash-to-Cash time b) Fulfillment c) Cycle time d) Spatial time

**UNIT – IV**

61. Which forecasts substantially by updating them continuously based on current sales.

a) static forecast b) Demand c) dynamic d)Aggregate

62. Which are not systematic components of demand.

a) Level b) Trend c) Seasonal d) Random

63. Which analysis makes a clear prediction about the sales.

a) Day-series b) Time-series c) month-series d) weekly series

64.Which techniques is the standard procedure is to group similar products together when making forecast.

a) aggregation b) Parato analysis c) Forecast horizon d) Time-series

65. When analysis states that 80% of sales come from 20% of the products.

a) Parato b) Dynamic-series c) Aggregate d) Item Forecast

66. Which analysis does not fit every product.

a) Demand b) Time-series c) Time-series d) Item Forecast

67. Which behavior is most with highly innovative products.

a) Toping point b) Peaking point c) Tipping point d) Steeping

68. Which is most often when the decision to buy the product is heavily influenced.

a) Trend b) Modern c) Style d) Fashion

69. Which one is not included into the intrinsic factors.

a) Positioning b) Pricing c) Promotion d) State of economy

70. Which techniques to consider all the business influences that Must future sales.

a) Subjective b) Objective c) Top-down d) Bottom-up

71. Which techniques produces substantially more objective and reliable forecasts.

a) Judgmental b) Delphi c) Parato analysis d) Staffing

72. Which one of the following is the modern view of forecasting.

a) Dependent b) Derived c) Independent d) Sales

73. Which manager can focus their attention on the high level tasks of analysis.

a) Shapping demand b) mastering demand c) supply chain d) Chain based

74. Which objectives have to show an increase in sales or a decease in costs.

a) Design b) operational c) Technical d) Planning

75. Which one means that most errors occurred because demand exceeded the forecast.

a) positive signal b) Negative signal c) Neutral d) Residual

76. Which buffering is an example of how standard practices can lead to lost-lost

situations between trading.

a) Common b) Collaborative c) Association d) Redundant

77. Which one is most important things you can do to improve the shape of demand

is make sure that you are serving the right\_\_\_\_\_\_\_\_\_\_\_

a) Buyers b) Partners c) Retailers d) Customers

78. Which customers purchase supplies before they are needed in order to take advantage.

a) Forward buying b) Backward buying c) Impulsive buying d) Patient buying

79. Which is an excellent tool for advancing the efficient frontier because pooling can be

mapped onto any combination of efficiency and flexibility depending on your strategy

a) Risk pooling b) Task pooling c) buffering d) Job spooling

80. Which process offers a good opportunity to ask all those interesting “what if

questions”

a) Abstraction b) Structured c) Refinement d) Elaborations

**UNIT- V**

81. CRM Technology can help in

a)Designing direct marketing efforts b)Developing new pricing models

c)Processing transactions faster d)All of the above

82.The main drawback of CRM is

a)Implementing CRM before creating a customer strategy

b)Rolling out CRM before changing the organization to match

c)Staking,not wooing, customers d) None of the above

83.The marketing messages committed to customers wishes is a part of

a)permission marketing b)Activity marketing

c)Supplier marketing d)None of the above

84.The method used to assess real cost of providing services to an individual customer is

a)Cost based accounting b)Activity based accounting

c)Turnover based accounting d)price based accounting

85. A consumer buying behaviour is influenced by

a)Cultural and social factors b)Personal factors

c)Both a and b d)None of the above

86.Process of manage information about customers to maximize loyalty is said to be

a)company relationship management b)supplier management

c)retailers management d)customer relationship management

87.Whole cluster of benefits when company promises to deliver through its market offering is

called

a)value proposition b)customer proposition

c)product proposition d)brand proposition

88.All cost customer expects to incur to buy any market offering is called

a) Total economic cost b)Total functional cost

c)Total customer cost d)Total functional cost

89.In buyer decistion process, percentage of potential customers in a given target market is called

a)customer funnel b)company funnel

c)marketing funnel d)retailers funnel

90.Percentage or number of customers who move form one level to next in buying decision process is called

a)conversion rates b)marketing rates

c)shopping rates d)loyalty rates

91.company's customer relationship capital is another name of

a)satisfied customers b)dissatisfied customers

c)customer retention d)customerconverstion

92.'total customer benefits' includes

a)product benefits b)services benefit

c)image benefit d)All of the above

93.Prpgrams designed for customers which is linited to any affinity group are classified as

a)clud membership programs b)royalty programs

c)loyalty programs d)group membership programs

94.Process of building and using databases of customers to build customer relationship is classified as

a)database marketing b)customer database

c)detailed database d)company database

95.Number of customers or potential customers who will help in company's growth is classified as

a)customer base b)retailer base

c)distributors base d)marketers base

96. Technique which tries to identify real cost of serving an individual customer is called

a)activity based accounting b)cost based accounting

c)price based accounting d)turnover based accounting

97.Proceess of manage information about customers to maximize loyalty is said to be

a)company relationship management b)supplier management

c)retailers management d)customer relationship management

98.Aggregate value of customer's base is classified as

a)shareholder value b)base value

c)retention value d)marketers base value

99.Whole cluster of benefits when company promises to deliver through its market offering is called as

a)value proposition b)customer proposition

c)product proposition d)brand proposition

100. In an Internet context, this is the practice of tailoring Web pages to individual users' characteristics or preferences.

a)Web services b)customer-facing

c)client/server d)customer valuation

e)personalization

**Answers with Expansion**

**UNIT-I**

1. c)Enterprise Resource Planning

2. a) Common Set

3. d) All of these

4. a) Customer Sophistication &deregulation

5. c) Both (a) & (b)

6. a) Common data

7. c) Change the organization business process & modify the software

8. b) Tools & Techniques

9. a) Interactive prototyping

10. c) contacts &follow-ups

11. b) Information resources

12. b) Creating territories &allocating salespeople time

13. c) Operational & management

14. b) cash-flow analysis

15. c) Activity based costing

16. a) usage of these of materials in production,location

17. d)EDI

18. c) e-commerce

19. d)operational and decision making process

20. d) travel services &associated expenses imbursement

**UNIT-II**

21. b) technological experience, project structure

22. c) customer-accelerated implementation strategy

23. c)lack of usercommitment, ineffective user communication

24. c)don’t always have effective query & reporting tools

25. a) company gets information from the customer about demand

26. b)strategy,process,organization and technology

27. b) Subset of data warehouse information

28. b) CRM&SCM

29. c) Double edged swords

30. b) untapped vein

31. a) Recurring theme

32. c) results

33. d)Supply chain

34. b)Make to Order

35. c) mode

36. a)Customer & supplier

37. d) Close partnership with Supplier

38. a)Ownership&not control

39. b)CPFR

40. a) Virtual Integration

UNIT-3

41. b)Cybernetics

42. d)Straight Lines

43. d) Negative feedback

44. a) Havoc

45. c) Model

46. d) Mathematical &Simulation

47. c) Input & Output

48. a) Montecarlo

49. b)APS

50. b) ability to declare business rule

51.d) Privacy

52.c) Customer service level

53. d ) Private exchange

54. a) Electronic catalogue

55. b) Replenshment

56. d) Speed

57. c) Activity based

58. b) Turnover

59. d) Turnover

60. c) Cycle time

**UNIT – IV**

61. c) dynamic

62. d) Random

63. b) Time-series

64. a) aggregation

65. a) Parato

66. b) Time-series

67. c) Tipping point

68. d) Fashion

69. d) State of economy

70. a) Subjective

71. b) Delphi

72. c) Independent

73. c) supply chain

74. b)operational

75. a) positive signal

76. d) Redundant

77. d) Customers

78. a) Forward buying

79. a) Risk pooling

80. c) Refinemen

**UNIT –V**

81. d) All of the above

82. d) None of the above

83. a) permission marketing

84. b) Activity based accounting

85. c) Both a and b

86. d) customer relationship management

87. a) value proposition

88.c) Total customer cost

89. c) marketing funnel

90. a) conversion rates

91. a) satisfied customers

92. d) All of the above

93. a) a)clud membership programs

94. a) database marketing

95. a) customer base

96. a) activity based accounting

97. d) customer relationship management

98. a) shareholder value

99.a) shareholder value

100. e) personalization