IA 2 EEB Question Bank

Module 5

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Module 6

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2. Write the benefits of ERP implementation. *(5M)*
3. Explain in detail the following information systems: ESS, DSS, MIS, TPS. *(10M)*
4. Discuss characteristics of supply chain management. *(10M)*
5. Discuss functional areas of CRM. *(10M)*
6. Write a detailed business report on starting a new supply chain business using SWOT analysis. *(10M)*
7. Explain briefly the different modules of ERP. *(10M)*
8. Explain procurement and E-Procurement. Also, describe the components of e-Procurement. *(10M)*
9. Explain supply chain Management and enlist its characteristics. *(10M)*
10. Explain the evolution of ERP. List different features of ERP. *(10M)*
11. Explain the evolution of ERP. List the different features of ERP. Comment on the statement: "Advancement in Technology has included the types of business activities." *(10M)*

Module 5 (Answers)

Q) Explain the advantages of SCM. Enlist the characteristics of Supply chain Management. *(10M)*
Advantages of Supply Chain Management (SCM):

- **Improved Efficiency:** Streamlines processes from manufacturing to delivery, reducing delays and costs.
- **Enhanced Customer Service:** Ensures faster delivery and higher product availability, leading to increased customer satisfaction.
- **Cost Reduction:** Optimizes inventory levels, reduces warehousing costs, and minimizes waste through better demand forecasting.

- **Increased Profitability:** Lower operational costs and improved sales directly contribute to a healthier bottom line.
- **Better Collaboration:** Creates stronger, more transparent relationships with suppliers and distributors.
- **Risk Mitigation:** Provides visibility across the chain, helping to identify and respond to disruptions like shortages or logistical issues.

Characteristics of SCM:

- Integrated Management
- Customer Focus
- Information Sharing
- Long-term Orientation
- Total System View
- Coordination and Collaboration

Q) Write a note on supply chain Management. *(5M)*

Supply Chain Management (SCM) is the active management of the entire flow of goods and services, from the raw material stage to the end consumer. It integrates and coordinates all activities—including sourcing, production, logistics, and distribution—across multiple organizations.

The core objective is to maximize customer value and achieve a sustainable competitive advantage by ensuring the right product reaches the right place at the right time and cost. Effective SCM relies on information sharing and collaboration to enhance efficiency, reduce costs, and improve responsiveness.

Q) Define an ERP. List the different features an ERP should have for an educational institute software. *(10M)*

ERP (Enterprise Resource Planning) is integrated management software that allows an organization to use a system of integrated applications to manage the business and automate many back-office functions related to technology, services, and human resources.

Features for an Educational Institute ERP:

- **Student Information System (SIS):** Manages admissions, enrollment, and student records.
- **Learning Management System (LMS) Integration:** For course content, assignments, and online learning.
- **Fee Management:** Automates fee collection, receipts, and tracks dues.
- **Timetable and Scheduling:** Creates and manages class and exam schedules.
- **HR and Payroll:** Manages faculty and staff records, attendance, and salaries.
- **Inventory and Asset Management:** Tracks library books, lab equipment, and other assets.
- **Financial Accounting:** Manages the institute's general ledger, budgets, and expenses.
- **Reporting and Analytics:** Generates reports on attendance, performance, and finances.

Q) Discuss the core and extended components of an ERP system. *(10M)*

An ERP system is built on a foundation of core modules that handle essential internal functions, with extended modules for external integration.

Core Components:

- **Finance & Accounting:** Manages general ledger, accounts payable/receivable, and asset accounting.
- **Human Resources (HR):** Handles payroll, recruitment, attendance, and employee data.
- **Manufacturing & Production:** Manages production planning, scheduling, and quality control.
- **Supply Chain Management (SCM):** Controls inventory, procurement, and order management.

Extended Components:

- **Customer Relationship Management (CRM):** Manales sales, marketing, and customer service.

- **Supplier Relationship Management (SRM):** Enhances collaboration with suppliers.
- **Business Intelligence (BI):** Provides advanced analytics and reporting for decision-making.
- **E-Commerce:** Integrates online storefronts with back-end inventory and order processing.

Q) Define ERP and list the different features of ERP. *(10M)*

ERP (Enterprise Resource Planning) is a type of software that organizations use to manage day-to-day business activities such as accounting, procurement, project management, risk management, and supply chain operations. It integrates all these functions into a single, complete system to streamline processes and information across the entire organization.

Key Features of ERP:

- Integration
- Centralized Database
- Automation
- Data Analysis and Reporting
- Customer Relationship Management (CRM)
- Supply Chain Management (SCM)
- Financial Management
- Human Resource Management (HRM)

Q) Why is an ERP system important for organizations nowadays? *(10M)*

An ERP system is crucial for modern organizations because it acts as a centralized nervous system, breaking down information silos between departments.

This integration leads to a single source of truth, eliminating data redundancy and inconsistency. It automates core business processes, drastically improving operational efficiency and reducing manual errors.

The real-time data provided by an ERP enables better, faster decision-making and enhances regulatory compliance with built-in audit trails. Furthermore, it provides a 360-degree view of the customer, improving service and fostering loyalty.

In a competitive global market, an ERP is not just a tool but a strategic asset that drives productivity, agility, and growth.

Q) Describe the evolution, functions, and current trends of customer relationship management. *(10M)*

Evolution:
CRM evolved from simple **contact management systems** in the 1980s to **departmental sales force automation (SFA)** in the 1990s. The internet era introduced **integrated CRM platforms** that combined sales, service, and marketing. Today, it has moved to cloud-based, **social and AI-driven systems**.

Functions:

- **Sales Force Automation:** Manages contacts, leads, and opportunities.
- **Marketing Automation:** Runs targeted campaigns and tracks their success.
- **Customer Service & Support:** Manages service requests and support tickets.

Current Trends:

- **AI and Predictive Analytics:** For lead scoring and customer insights.
- **Social CRM:** Integrating social media data for a holistic customer view.
- **Mobile CRM:** Accessing CRM data on smartphones and tablets.
- **Focus on Customer Experience:** Moving beyond transaction management to creating personalized customer journeys.

Q) List the benefits of e-procurement and discuss the e-procurement chain. *(10M)*

Benefits of E-Procurement:

- Reduced Administrative and Product Costs

- Increased Process Efficiency and Speed
- Improved Transparency and Spend Control
- Enhanced Supplier Management and Collaboration
- Reduced Maverick Spending

The E-Procurement Chain:

1. **E-Sourcing:** Identifying and qualifying suppliers online.
2. **E-Tendering/Request for Quotation (RFQ):** Suppliers submit bids electronically.
3. **E-Auction:** Reverse auctions where suppliers compete in real-time.
4. **E-Ordering:** Creating and approving purchase orders via a digital system.
5. **E-Invoicing:** Suppliers submit invoices electronically.
6. **E-Payment:** Automating and executing payments to suppliers.

Q) List the types of E-Commerce. Explain any two with examples. *(10M)*

Types of E-Commerce:

- Business-to-Consumer (B2C)
- Business-to-Business (B2B)
- Consumer-to-Consumer (C2C)
- Consumer-to-Business (C2B)

Explanations:

1. **Business-to-Consumer (B2C):** This is the most common model, where businesses sell products or services directly to individual consumers. The transaction is typically a one-time sale.
   - *Example*: **Amazon.com** sells a wide variety of products directly to end-users.
2. **Business-to-Business (B2B):** In this model, businesses sell products or services to other businesses. Transactions are often larger, involve contracts, and focus on raw materials or components for resale or operational use.
   - *Example:* **Alibaba.com** is a platform where manufacturers and wholesalers sell to other businesses.

Q) Elaborate on information management. What are the advantages of well-managed information? *(10M)*

Information Management (IM) is the systematic process of collecting, storing, managing, maintaining, and distributing information from various sources in an organized and secure manner. It ensures that the right information is available to the right people at the right time to support effective decision-making and operational efficiency.

Advantages of Well-Managed Information:

- **Informed Decision-Making:** Provides accurate, timely data for strategic choices.
- **Increased Operational Efficiency:** Reduces time spent searching for information and eliminates redundant processes.
- **Enhanced Compliance and Risk Management:** Ensures data is handled according to regulations and is protected from loss or breach.
- **Improved Customer Service:** Allows for a complete view of customer interactions.
- **Competitive Advantage:** Enables the organization to spot trends and act faster than competitors.

Q) Describe the challenges of e-business models. *(5M)*

E-business models face several significant challenges. **Security** is a primary concern, involving the protection of financial transactions and sensitive customer data from breaches.

Privacy issues revolve around responsibly handling and using customer information. **Technology Integration** with legacy systems can be complex and costly.

Establishing **customer trust** without a physical presence is difficult. Finally, **logistical and fulfillment** challenges in timely and cost-effective delivery remain a major hurdle for many online businesses.

Q) "Technology adoption leads to successful business activity." Comment on this statement. Justify your answer. *(10M)*

This statement is largely accurate. Technology adoption is a key driver of successful business activity in the modern era.

It leads to **increased efficiency and productivity** by automating routine tasks. It **enhances communication and collaboration** through tools like email and video conferencing.

Technology provides **data-driven insights** via analytics, enabling better strategic decisions. It also **improves customer reach and engagement** through digital marketing and e-commerce platforms.

A business that fails to adopt relevant technology risks being outpaced by more agile, efficient, and customer-centric competitors.

Q) Define E-Commerce and explain different types of E-Commerce. *(10M)*

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.

Different Types:

- **B2C (Business-to-Consumer):** Businesses selling directly to consumers (e.g., Netflix, Amazon).
- **B2B (Business-to-Business):** Businesses selling to other businesses (e.g., Siemens selling components to Tesla).
- **C2C (Consumer-to-Consumer):** Consumers selling directly to other consumers (e.g., eBay, OLX).
- **C2B (Consumer-to-Business):** Individuals creating value for businesses (e.g., a freelancer selling services on Upwork, an influencer paid for a promotional post).
- **B2G (Business-to-Government):** Businesses selling to government agencies (e.g., a company providing IT services to a municipal office).

Q) Write about scientific management. Explain Taylor's four principles of scientific management. *(5M)*

Scientific management, developed by Frederick W. Taylor, is a theory that analyzes workflows to improve economic efficiency and labor productivity. It replaces rule-of-thumb methods with scientifically proven ones.

Taylor's Four Principles:

1. **Science, not Rule of Thumb:** Develop a science for each job element.
2. **Harmony, not Discord:** Promote cooperation between workers and management.
3. **Cooperation, not Individualism:** Encourage teamwork and mutual dependence.
4. **Development of Each Person to Greatest Efficiency:** Train and develop workers for maximum success.

Q) Explain with example the following statement, "E-Commerce can result in globalization of business activity". *(10M)*

E-Commerce demolishes geographical barriers, allowing even the smallest business to become a global enterprise.

A traditional "brick-and-mortar" store is limited to customers who can physically visit its location. In contrast, an e-commerce website is accessible to anyone with an internet connection, anywhere in the world.

Example:
A small artisan jewelry maker in Jaipur, India, can set up an online store on Etsy or Shopify. Through digital marketing and global shipping partners, they can sell their unique products to customers in the United States, Europe, and Australia.

Without e-commerce, reaching this global audience would be prohibitively expensive and logistically complex.

Thus, e-commerce directly enables the globalization of their business activity, transforming a local operation into an international brand.

Q) Explain different types of E-business models. *(10M)*

E-business models define how a company creates, delivers, and captures value online. Key types include:

- **E-Shop (or E-Tailer):** The online version of a retail store (e.g., Zara.com).
- **E-Procurement:** Online platforms for businesses to purchase supplies (e.g., SAP Ariba).
- **E-Auction:** Online platforms where products are sold to the highest bidder (e.g., eBay).
- **E-Mall:** A collection of e-shops under one internet address, providing a shared structure (less common now).
- **Subscription Model:** Customers pay a recurring fee for access to a product or service (e.g., Netflix, Spotify).
- **Advertising Model:** Provides content and services for free, supported by advertising revenue (e.g., Google, Facebook).
- **Affiliate Model:** A site earns commissions by referring customers to another company's site (e.g., affiliate bloggers).

Q) Differentiate between Brick & Mortar business and Online business. *(10M)*

Feature	Brick & Mortar Business	Online Business
Presence	Physical stores and offices.	Virtual presence on the internet.
Operating Hours	Fixed hours (e.g., 10 AM - 7 PM).	24/7 availability.
Global Reach	Limited to local geography.	Global reach from day one.
Overhead Costs	High (rent, utilities, store staff).	Lower (web hosting, digital marketing).
Customer Interaction	Personal, face-to-face.	Impersonal, via chat/email.
Inventory	Requires physical display and storage.	Can use drop-shipping, less display space.
Startup Cost	Generally high.	Relatively lower.

Q) "Advancement in technology has increased the efficiency of business operations." Comment on this statement. Justify your answer. *(10M)*

This statement is highly justified. Technological advancements have fundamentally increased business efficiency. **Automation** software handles repetitive tasks in accounting and data entry, reducing errors and freeing up human resources.

Communication tools like Slack and Zoom enable instant collaboration across continents, speeding up project cycles. **Cloud computing** provides scalable data storage and access to enterprise-grade software without heavy upfront investment.

Data Analytics allows businesses to optimize inventory, personalize marketing, and forecast demand with precision, minimizing waste and maximizing output. Therefore, technology is the primary catalyst for operational efficiency in the modern business landscape.

Q) List the different types of E-business models. *(5M)*

- E-Shop / E-Tailer
- E-Procurement
- E-Auction
- Subscription Model
- Advertising Model
- Affiliate Model
- Marketplace Model (e.g., Amazon, Flipkart)

Q) Explain the steps to set up an E-Commerce portal for selling retail products. *(10M)*

1. **Planning & Niche Selection:** Define your target market, products, and unique value proposition.
2. **Business Registration & Legalities:** Register your business name and obtain necessary licenses.

3. **Choose an E-Commerce Platform:** Select a platform like Shopify, WooCommerce, or Magento based on budget and technical skill.
4. **Secure Domain & Hosting:** Purchase a website domain and reliable hosting service.
5. **Website Design & Development:** Build the site with a user-friendly interface, high-quality product images, and clear descriptions.
6. **Set up Payment Gateway:** Integrate secure payment options like Razorpay, PayPal, or Stripe.
7. **Plan Logistics:** Decide on packaging, shipping partners, and return policies.
8. **Test & Launch:** Thoroughly test all functionalities (purchases, payments, links) before going live.
9. **Marketing & Promotion:** Use SEO, social media marketing, and email campaigns to drive traffic to your site.

Q) Compare Online and Brick & Mortar methods of sales. *(10M)*

Aspect	Online Sales	Brick & Mortar Sales
Customer Reach	Global, 24/7.	Local, limited to operating hours.
Operational Costs	Lower (no physical rent, fewer staff).	Higher (rent, utilities, in-store staff).
Customer Experience	Convenient, but impersonal. Relies on reviews.	Tangible, personal service. "Touch and feel" products.
Overhead	Web hosting, digital marketing, shipping.	Rent, property taxes, physical store maintenance.
Inventory Management	Can be centralized and automated.	Requires physical shelf-space management.
Startup Cost	Relatively lower and scalable.	Typically very high.
Data Collection	Detailed data on user behavior and preferences.	Limited to sales data and basic customer feedback.

Module 6 (Answers)

Q) Discuss human resource management. *(5M)*

Human Resource Management (HRM) is the strategic approach to the effective management of people in an organization to help them gain a competitive advantage.

It is designed to maximize employee performance in service of the employer's strategic objectives. HRM is primarily concerned with the management of people within organizations, focusing on policies and systems.

Key functions include recruitment, training and development, performance appraisal, compensation and benefits, and ensuring compliance with labor laws.

Q) Write the benefits of ERP implementation. *(5M)*

ERP implementation offers significant benefits:

- **Improved Efficiency** through process automation.
- **Enhanced Decision-Making** with real-time, integrated data.
- **Lower Operational Costs** by eliminating redundant processes.
- **Improved Collaboration** across departments.
- **Enhanced Customer Service** with a complete view of customer interactions.
- **Increased Data Security** and regulatory compliance.

Q) Explain in detail the following information systems: ESS, DSS, MIS, TPS. *(10M)*

- **TPS (Transaction Processing System):** The foundational operational-level system that records daily routine transactions (e.g., sales, payments, payroll). Its primary purpose is to answer routine questions and track transactions.
- **MIS (Management Information System):** Uses data from TPS to generate summarized, structured reports for middle management. It focuses on

monitoring, controlling, and decision-making related to current performance (e.g., monthly sales reports).

- **DSS (Decision Support System):** An interactive system that helps middle and senior managers make semi-structured decisions. It uses data from TPS/MIS and analytical models to simulate outcomes and answer "what-if" questions.
- **ESS (Executive Support System):** A strategic-level system designed for senior executives. It provides a broad, aggregated view of the organization's performance, combined with external data (e.g., market trends), to support long-term strategic planning.

Q) Discuss characteristics of supply chain management. *(10M)*

Supply Chain Management is characterized by:

- **Integrated Management:** It views the entire chain as a single entity, not separate functions.
- **Customer Focus:** The ultimate goal is to satisfy the end-customer efficiently.
- **Information Sharing:** Timely and transparent information flow is its lifeblood.
- **Collaboration:** It requires strong, cooperative relationships with all partners, including suppliers and distributors.
- **Total System View:** Decisions are made considering their impact on the entire chain, not just one link.
- **Coordination:** It synchronizes activities like production and distribution to ensure smooth flow.

Q) Discuss functional areas of CRM. *(10M)*

Customer Relationship Management (CRM) encompasses three core functional areas:

1. **Operational CRM:** Automates customer-facing processes. This includes **Sales Force Automation** (managing leads and opportunities), **Marketing Automation** (running targeted campaigns), and **Service Automation** (managing support requests and call centers).

2. **Analytical CRM:** Analyzes customer data to gain insights. It uses data warehousing and mining to understand customer behavior, identify trends, and support decision-making for segmentation and personalization.
3. **Collaborative CRM:** Manales all customer interaction points and facilitates collaboration between different departments (like sales and service) and with the customer itself to improve the overall service experience.

Q) Write a detailed business report on starting a new supply chain business using SWOT analysis. *(10M)*

Business Report: Launching 'QuickLink Logistics'

Objective: To establish a new supply chain business specializing in last-mile delivery for e-commerce companies in Tier-2 Indian cities.

SWOT Analysis:

- **Strengths:**
  - Focus on an underserved, high-growth market.
  - Proposed use of technology for real-time tracking.
  - Agile and flexible operational model.
- **Weaknesses:**
  - Lack of established brand recognition.
  - Limited initial capital and fleet size.
  - Dependence on partnerships with major e-commerce players.
- **Opportunities:**
  - Explosive growth of e-commerce in Tier-2 and Tier-3 cities.
  - Government push for infrastructure and digital India.
  - Growing customer expectation for fast and reliable delivery.
- **Threats:**
  - Intense competition from established players like Delhivery and Ecom Express.
  - Rising fuel costs impacting profitability.
  - Logistical challenges in semi-urban areas.

Conclusion: The opportunities outweigh the threats. A focused strategy on customer service and technological efficiency will allow QuickLink Logistics to capitalize on its strengths and establish a strong market presence.

Q) Explain briefly the different modules of ERP. *(10M)*

An ERP system is comprised of integrated modules, each serving a key business function:

- **Finance:** Manages general ledger, accounts payable/receivable, and asset accounting.
- **Human Resources (HR):** Handles payroll, recruitment, training, and employee records.
- **Manufacturing:** Manages production planning, scheduling, and quality control.
- **Supply Chain Management (SCM):** Controls inventory, procurement, and order management.
- **Customer Relationship Management (CRM):** Manages sales, marketing, and customer service activities.
- **Project Management:** Tracks costs, resources, and billing for projects.

These modules share a common database, ensuring data consistency across the organization.

Q) Explain procurement and E-Procurement. Also, describe the components of e-Procurement. *(10M)*

- **Procurement** is the overall process of finding, acquiring, and buying goods, services, or works from an external source, often via a tendering or competitive bidding process.
- **E-Procurement** is the digitalization of this process using the internet and other digital networks. It automates and streamlines the transactional and strategic aspects of procurement.

Components of E-Procurement:

- **E-Sourcing:** Identifying and qualifying suppliers online.
- **E-Tendering:** Issuing requests for proposals (RFPs) and receiving bids electronically.
- **E-Auction:** Hosting online reverse auctions for price negotiation.
- **E-Ordering:** Electronic creation and approval of purchase orders.
- **E-Invoicing:** Suppliers submit and buyers process invoices digitally.
- **Supplier Management:** A database for managing supplier information and performance.

Q) Explain supply chain Management and enlist its characteristics. *(10M)*

Supply Chain Management (SCM) is the active, strategic management of the entire flow of information, materials, and services from raw material suppliers through factories and warehouses to the end consumer. The goal is to create value, build a competitive infrastructure, and synchronize supply with demand.

Characteristics:

- Integrated Management
- Customer Focus
- Information Sharing
- Collaboration
- Coordination
- Total System View
- Leveraging Technology
- Global Optimization

Q) Explain the evolution of ERP. List different features of ERP. *(10M)*

Evolution of ERP:

- **1960s: Inventory Management Systems** focused on inventory control.
- **1970s: Material Requirements Planning (MRP)** integrated inventory with production planning.

- **1980s: Manufacturing Resource Planning (MRP II)** added more functions like shop floor and labor management.
- **1990s: Enterprise Resource Planning (ERP)** emerged, integrating all internal business functions (finance, HR, etc.) into a single system.
- **2000s: ERP II / Extended ERP** incorporated external processes like SCM and CRM, often delivered via the cloud.

Features of ERP:

- Integration
- Centralized Database
- Automation
- Real-Time Operations
- Data Analysis and Reporting
- CRM and SCM
- Financial Management

Q) Explain the evolution of ERP. List the different features of ERP.

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Core Features of ERP:

- **Integration** of all departments.
- **Centralized Database** for a single source of truth.
- **Real-Time** data processing and reporting.

- **Automation** of core business processes.
- **Advanced Analytics** and reporting tools.
- **Modules** for Finance, HR, SCM, and CRM.

Q) Comment on the statement: "Advancement in Technology has included the types of business activities." *(10M)*

This statement is profoundly accurate. Technological advancement has not merely improved existing business activities; it has fundamentally **created and included entirely new categories** of them, reshaping the economic landscape.

Traditionally, business was largely confined to physical products and local services. The digital revolution, however, has spawned whole new industries. **E-commerce** transformed retail from brick-and-mortar to global online marketplaces. **Digital marketing and Search Engine Optimization (SEO)** emerged as critical business functions, unlike anything in the pre-internet era. The **"gig economy"** and **platform-based business models** (e.g., Uber, Airbnb, Upwork) are direct creations of smartphone and app technology, facilitating peer-to-peer services.

Furthermore, technology has enabled the **monetization of data itself**, making data analysis and brokerage a core business activity. The rise of **cloud computing** has created the "as-a-Service" (SaaS, PaaS, IaaS) industry, where businesses sell software and infrastructure over the internet.