

C-6478

Sub. Code

31047B

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Industry Integrated

ENTERPRISE BUSINESS APPLICATIONS

(2017 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer all questions.

1. What is ERP?
2. Why SDLC models are used?
3. What are the requirements of an enterprise application?
4. Explain the creating an n-tier?
5. Define the term Sales and Marketing.
6. what is deployment strategy?
7. What do you mean by Building a data tier?
8. Why configuration management plan is used?
9. Define the term SCM?
10. Define the term WWW Technology.

Part B

(5 × 5 = 25)

Answer all questions.

11. (a) Explain the role of different technical layers in a business application.

Or

- (b) How policies of infrastructure management are framed? Explain the key factors.

12. (a) Describe the infrastructure architecture and other design elements of atypical business application.

Or

- (b) What are main issues that need to be resolved during setup of development environment?

13. (a) What is configuration management plan? How development environment affects it?

Or

- (b) How business and use case modeling is helpful in ERP?

14. (a) What are the key determinants of successful enterprise applications?

Or

- (b) Explain the OOP basic terminology.

15. (a) Explain using the RDBMS to protect the data.

Or

- (b) What is the Customer relationship management software?

Part C

(3 × 10 = 30)

Answer all questions.

16. (a) Describe the Production and supply chain management from a typical ERP implementation perspective.

Or

- (b) Explain the ERP implementation life cycle.

17. (a) How to business and use case modeling is helpful in ERP?

Or

- (b) Discuss about the current issues with respect to ERP implementation.

18. (a) Discuss the characteristics of web applications versus web sites and Accepted design principles for web sites.

Or

- (b) Discuss about various types and methods for testing an enterprise application.