



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com.DEGREE EXAMINATION – CORPORATE SECRETARYSHIP**

SECOND SEMESTER – APRIL 2018

**17UBU2AL01- PRINCIPLES OF MARKETING**

Date: 28-04-2018  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**Part A**

**Answer ALL questions**

**10 x 2 = 20**

1. Define ERP.
2. What is Warehouse?
3. Which are the factors involved in waiting time?
4. Write two important communication operations.
5. What is pre-evaluation screening?
6. Who are vendors? Give 2 examples.
7. Write any two financial measures.
8. Define supply chain.
9. Write any 4 advantages of CRM.
10. Write the types of demand forecasting methods in ERP.

**Part B**

**Answer ALL questions**

**5 x 8 = 40**

11 a). Describe the Executive information system.

(OR)

b) Write notes on OLAP.

12 a) How implementation of ERP will improve the resource Utilization.

(OR)

b) Discuss about information accuracy and decision making in ERP implementation.

13 a) What is In house management? Explain its pros and cons.

(OR)

b) Discuss about Consultants and End users.

14 a) How will you meet the demand in ERP?.

(OR)

b) Explain about the supply chain software.

15 a) Explain Microsoft cloud services on cloud.

(OR)

b) Discuss the Google web services on cloud.

**Part C**

**Answer any TWO questions**

**2 x 20 = 40**

16 a) Explain the Conceptual model of ERP with neat diagrams.

b) Discuss the following benefits of ERP in detailed manner.

i)Reduction of Lead time.

ii)Improved Resource utilization.

iii)Reduced Quality cost

iv)Increased Flexibility.

17 a) Explain the Testing, Training and Maintenance phases of ERP implementation.

b) Write brief notes on supply chain management.

18 a) Discuss about the Amazon Web services.

b)Explain the various types of Cloud storages with neat diagrams.

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