



**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2022/2023**

COURSE NAME : ENTERPRISE RESOURCE PLANNING  
COURSE CODE : BIT 30503  
PROGRAMME CODE : BIT  
EXAMINATION DATE : JULY/AUGUST 2023  
DURATION : 3 HOURS  
INSTRUCTION : 1. ANSWER ALL QUESTIONS.

2. THIS FINAL EXAMINATION IS  
CONDUCTED VIA **CLOSED  
BOOK.**

3. STUDENTS ARE **PROHIBITED** TO  
CONSULT THEIR OWN  
MATERIAL OR ANY EXTERNAL  
RESOURCES DURING THE  
EXAMINATION CONDUCTED VIA  
CLOSED BOOK.

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

**TERBUKA**

**CONFIDENTIAL**

- Q1** (a) Define Customer Relationship Management (CRM). (2 marks)
- (b) Give **TWO (2)** benefits of CRM for companies. (4 marks)
- (c) One of CRM activities is one to one marketing where customer is categorized and can company can tailor products, promotions and pricing accordingly. Explain on how this been implemented in online shopping platform such as Shopee. (8 marks)

**Q2** Based on **Figure Q2**, answer **Q2 (a)** and **Q2 (b)**.

Foodies Haven Enterprise is a company that produces Korean sauce in a bottle. Approximately, each production line can produce 100 bottles a minute. However, Foodies Haven has problems in deciding how many bottles to make and when to make them. They can solve this by using important principles for production planning.

**Figure Q2**

- (a) Discuss **TWO (2)** principles of production planning that can solve their problems. (10 marks)
- (b) Discuss how sales forecasting helps in solving Foodies Haven Enterprise problems. (6 marks)

**Q3** Based on **Figure Q3**, how can Standing Tall Company use process modeling to prepare for the implementation of an ERP system?

Standing Tall Company is a manufacturing firm that produces and sells consumer goods. The company has been in operation for over a decade and has been using traditional manual processes for managing its operations. The company has identified several areas of improvement, including process modelling by using flowchart and event process chain, process improvement, and implementing an ERP system to automate its business processes.

**Figure Q3**

(6 marks)

**Q4** (a) There are two common financial statements which is balance sheets and income statements. Give **TWO (2)** functions of each balance sheets and income statements.

(6 marks)

(b) Out of date or inaccurate accounting data that result from an unintegrated information system can cause problems when a company is making operational decisions. Explain **TWO (2)** ways on how ERP systems assist in managing accounting problems.

(6 marks)

**Q5** Based on **Figure Q5**, answer **Q5(a)**.

ABC Corporation is a large multinational company that is currently using separate systems for managing their Human Resources processes, such as payroll, benefits, and employee records. They are considering implementing an ERP system to integrate these processes and streamline their operations.

**Figure Q5**

(a) As Human Resource (HR) consultant, provide recommendations to ABC Corporation on the **THREE (3)** benefits and **THREE (3)** challenges on implementing an ERP system for their HR processes.

(12 marks)

(b) You are going to start a new business that needs 5 staff. Based on HR functional area, discuss on what you should do to cater the need of staff for the new business. Your discussion should include at least **TWO (2)** business functions of HR.

(10 marks)

**Q6** How does the integration of RFID, Business Intelligence, Mobile Computing, and the cloud in an ERP system improve the accuracy and efficiency of inventory tracking and management?

(10 marks)

- END OF QUESTIONS -