



UNIVERSITI  
TEKNOLOGI  
PETRONAS

## FINAL EXAMINATION MAY 2024 SEMESTER

**COURSE :** TEB1073/TFB1123 - ENTERPRISE RESOURCE  
PLANNING

**DATE :** 30 JULY 2024 (TUESDAY)

**TIME :** 9:00 AM - 12:00 NOON (3 HOURS)

### INSTRUCTIONS TO CANDIDATES

1. Answer **ALL** questions in the Answer Booklet.
2. Begin **EACH** answer on a new page in the Answer Booklet.
3. Indicate clearly answers that are cancelled, if any.
4. Where applicable, show clearly steps taken in arriving at the solutions and indicate **ALL** assumptions, if any.
5. **DO NOT** open this Question Booklet until instructed.

**Note :**

- i. There are **SEVEN (7)** pages in this Question Booklet including the cover page
- ii. **DOUBLE-SIDED** Question Booklet.

1. a. Describe a business function for each of the **FOUR (4)** functional areas of an organization.  
[8 marks]
- b. Differentiate between a business process and a business function.  
[4 marks]
- c. Assuming that you are the Sales and Marketing Manager for West End Bicycles, a company that manufactures bicycles.
  - i. Using *customer orders bicycles* as an example of a business process, describe the advantage of West End Bicycles adopting a process view approach rather than a functional view approach.  
[4 marks]
  - ii. Identify the functional areas and business functions involved from customer order the bicycles to the delivery of the bicycles.  
[4 marks]

2. a. An enterprise resource planning (ERP) tracks business resources and facilitates information between all business functions. Describe **TWO (2)** characteristics of ERP.
- [2 marks]
- b. It is known that ERP improves an organization's operational efficiency, reduces costs and other things but that does not mean an organization would adopt ERP.
- i. Describe **THREE (3)** factors that drive organizations to adopt ERP.
- [6 marks]
- ii. One of the benefits of ERP is customer satisfaction. Describe how organizations can enhance customer satisfaction from ERP.
- [4 marks]
- c. One of the most common challenges with ERP systems is its high costs. One example of the cost involved is the large upfront ERP software license which depends on the size of the ERP software. Apart from the software license itself, describe **TWO (2)** other examples of costs that contribute to the high costs of ERP implementation.
- [4 marks]
- d. An Information Systems (IS) Manager proposed implementing an ERP system for the company. The Supply Chain (SC) Manager however, is not convinced with the idea. The SC Manager acknowledges that adopting ERP system is good but quite skeptical in addressing the company's production requirement. The SC claims that the ERP system is inflexible and will not be able to cater to the demands of the company's existing business process. As the IS Manager, explain to the SC Manager how the inflexibility is addressed in ERP.

[4 marks]

3. a. List the information that is exchanged between the following functional areas.
- i. Supply Chain Management and Finance
  - ii. Finance and Human Resource
- [4 marks]
- b. Describe the technological challenges in ERP implementation.
- [4 marks]
- c. Some of the challenges of ERP implementation are because of the users of the ERP system themselves. Suggest **TWO (2)** approaches to minimize these challenges.
- [4 marks]
- d. Differentiate between on-premise ERP and cloud ERP.
- [4 marks]
- e. Describe **TWO (2)** drawbacks of cloud ERP.
- [4 marks]

4. a. List the steps in the customer order cycle.

[6 marks]

- b. Differentiate between the sales support and pre-sales documents activity in the customer order cycle.

[4 marks]

- c. Describe the concept of customer relationship management (CRM) in ERP.

[4 marks]

- d. TeleConnect Solutions, a top telecommunication company, offers a variety of services to meet the needs of different customer groups. Their main services include high-speed internet, mobile communication, digital television, and business solutions. The company's standout products are UltraNet 5G, providing super-fast internet and wide coverage; StreamPlus, delivering a rich selection of TV channels and on-demand content; and BizConnect Pro, offering comprehensive enterprise solutions like cloud services and secure networking for businesses. TeleConnect caters to three main customer segments. The Residential Segment includes families and individuals who depend on reliable internet and TV services for everyday use. The Business Segment serves small to medium-sized enterprises and large corporations needing robust communication solutions. The Youth Segment targets students and young professionals with affordable mobile plans, high-speed internet, and streaming services.

Discuss **TWO (2)** ways that TeleConnect can use CRM to increase its new customers and retain existing customers.

[6 marks]

5. a Differentiate between the Make-to-stock and Make-to-order production approaches by giving an example.

[6 marks]

- b. SweetBites Cookies, a popular cookie manufacturer, is well-known for its two major products: ChocoCrunch and OatDelight. ChocoCrunch, a classic chocolate chip cookie, has a loyal customer base due to its rich, gooey chocolate and crispy edges. OatDelight, an oatmeal raisin cookie, appeals to health-conscious consumers looking for a tasty yet nutritious snack.

- i. As the Sales Executive of SweetBites Cookies, you are preparing a half-year sales forecast to support production planning for the two major products: ChocoCrunch and OatDelight. Your sales forecast for the year 2024 is based on the sales value of 2023. **TABLE Q5b(i)** shows the sales for January until June for the year 2023.

**TABLE Q5b(i): SweetBites Cookies Sales for the Year 2023**

Sales	Jan	Feb	March	April	May	June
Sales (number of cookies)	1313	1354	1081	1722	1932	2049
Promotion (number of cookies)			100			200

The sales growth for the year 2024 is set at 3%. The Sales and Marketing department plans a special marketing promotion in March and June 2024. This will result in an increase in sales for May by 200 and 300 cookies respectively.

Prepare the sales forecast for SweetBites Cookies for January until June year 2024.

[NOTE: Copy the **TABLE Q5b(i)** into your answer booklet]

[4 marks]

- ii. Prepare a sales and operation plan for the month January, February and March based on your sales forecast that you have prepared in **part (b)(i)**.

The information needed to prepare the sales and operation plan is as follows:

- An extra 100 cookies as a buffer on top of the expected demand.
- The number of working days for the month January until March is 22, 20, 20 respectively.
- SweetBites Cookies production team can produce 110 cookies per day.
- Based on the production plan, the production team produces 70% for ChocoCrunch and 30% for OatDelight.
- Capacity utilization should be kept at 100 percent or less.

An incomplete sales and operation plan is shown in **TABLE Q5b(ii)**.

**TABLE Q5b(ii): SweetBites Cookies Sales and Operation Plan for the Year 2023**

Sales and Operation Planning	Dec	Jan	Feb	March
Sales Forecast				
Production Plan				
Inventory				
Working Days				
Capacity				
Utilization				

[NOTE: Copy the **TABLE Q5b(ii)** into your answer booklet]

[6 marks]

- iii. There is a possibility that the demand forecasted for the cookies is greater than the capacity that the production team can manage. The Sales Manager prefers to meet all the forecasted numbers without cancelling any orders.

Propose **TWO (2)** approaches that SweetBites Cookies can take to address this issue.

[4 marks]

-END OF PAPER-

