TUNKU ABDUL RAHMAN UNIVERSITY OF MANAGEMENT AND TECHNOLOGY

FACULTY OF COMPUTING AND INFORMATION TECHNOLOGY

ACADEMIC YEAR 2024/2025

MAY/JUNE EXAMINATION

BAIT1133 ENTERPRISE SYSTEMS

SATURDAY, 24 MAY 2025   TIME: 9.00 AM – 11.00 AM (2 HOURS)

BACHELOR OF INFORMATION SYSTEMS (HONOURS) IN ENTERPRISE INFORMATION SYSTEMS

Instructions to Candidates:

Answer **ALL** questions. All questions carry equal marks.

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Answer ALL questions based on the following scenario.

VDrive Ltd is a renowned automotive manufacturer in Malaysia. The company established in year 1985, has dominated a large market share of the Malaysia automotive industry. VDrive Ltd manufactures various types of vehicles including Sedan, Hatchback, MPV, SUV, Minivan and 4WD. VDrive Ltd purchases raw materials and components from both local and overseas suppliers. In order to reduce overall production time, the company has outsourced some sub-assemblies, such as engine modules and braking systems, to the specialised suppliers (sometimes called sub-contractors) before integrate it into the final vehicle assembly. VDrive Ltd sells its vehicles via a network of distributors and these distributors would, in turn, sell vehicles to their customers.

Over the years, the company has purchased some information systems from different software vendors to support its business functions. However, these information systems are installed independently and not as an integrated system. Recently, competition in the local automotive industry has been increasing due to the introduction of new models and the accelerated adoption of electric vehicle (EV). To stay competitive in the changing automotive industry, VDrive Ltd intends to implement three major enterprise systems, namely Enterprise Resource Planning (ERP), Customer Relationship Management (CRM) and Supply Chain Management (SCM) systems to enhance its business processes. The company has set up a project team with suitable and qualifies team members for the enterprise systems implementation.

Question 1

a) Analyse **TWO (2)** potential problems faced by VDrive Ltd in using the existing non-integrated systems. (6 marks)

b) Briefly explain what ERP system is in relation to VDrive Ltd. (4 marks)

c) Explain **THREE (3)** ways how an ERP system can bring benefits to VDrive Ltd. (9 marks)

d) Explain **TWO (2)** unique features of enterprise system implementation. (6 marks)

[Total: 25 marks]

Question 2

a) With reference to the above scenario, briefly explain what CRM is. (4 marks)

b) There are three main areas involved in a CRM system namely: Marketing, Sales and Services. For the sales area, briefly explain **TWO (2)** main functions of a sales system. (6 marks)

c) Explain the **THREE (3)** phases of a customer life cycle: acquire, enhance, and retain. (6 marks)

d) Explain **THREE (3)** reasons why managing customer relationship is important for VDrive Ltd. (9 marks)

[Total: 25 marks]

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Question 3

a) With the aid of a simple flow diagram, illustrate a suitable supply chain for the given scenario. The diagram must show VDrive Ltd and its various partners.
(Note: ensure that the diagram is clearly labelled and all the partners are correctly and appropriately indicated) (6 marks)

b) The existing systems used by VDrive Ltd frequently bring lots of 'bullwhip effects' to the organisation and its partners in the supply chain. Explain what a *bullwhip effect* is. (4 marks)

c) Explain **TWO (2)** potential causes of a bullwhip effects. (6 marks)

d) Explain **THREE (3)** ways how a SCM system is able to bring benefits to VDrive Ltd. (9 marks)
[Total: 25 marks]

Question 4

a) Based on the given scenario, draw a suitable Project Team Organisation Chart for the enterprise systems project. (Note: only a 2-level organisation chart is required) (4 marks)

b) Explain **THREE (3)** enterprise systems infrastructure components. Provide **ONE (1)** example for each. (12 marks)

c) Explain **THREE (3)** critical success factors which are important for successful implementation of the above enterprise systems. (9 marks)
[Total: 25 marks]

This question paper consists of 4 questions on 3 printed pages.