

<b>Name:</b>	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online End Semester Examination, Dec 2020**

<b>Course: ESM and its Application in Petroleum</b> <b>Program: MTech (PLE)</b> <b>Course Code: MPTI803</b> <b>Instructions:</b>	<b>Semester: III</b> <b>Time: 03 hrs.</b> <b>Max. Marks: 100</b>
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**SECTION A**

- 1. Each Question will carry 5 Marks**  
**2. Instruction: Complete the statement / Select the correct answer(s)**

S. No.		Marks	CO
Q1	Enterprise is ..... Select one: a. Another name for business b. It's just a term c. Risk oriented system d. Only a group of people	<b>5</b>	<b>CO1</b>
Q2	Full form of DSS (in an Enterprise) is..... Select one: a. Decision System Support b. Data Support System c. Decision Support System d. Data Science Support	<b>5</b>	<b>CO2</b>
Q3	ERP system acts as a central repository eliminating data redundancy and adding flexibility. Select one: a. True b. False	<b>5</b>	<b>CO1</b>
Q4	..... CRM is oriented towards customer-centric business processes such as marketing, selling, and services. Select one: a. Strategic CRM b. Operational CRM c. Analytical CRM d. Collaborative CRM	<b>5</b>	<b>CO2</b>

Q5	This change management model helps employers <b>understand better their employees and empathize with them</b> Select one: a. ADKAR Change Management Model b. Kotter's Change Management Model c. Lewin's Change Management Model d. Kübler-Ross Five Stage Change Management Model	5	CO3
Q6	One of the biggest reasons why enterprises are changing towards a Software-Defined Storage is because they can centralize and manage all resources under a single console. Select one: a. True b. False	5	CO4
<b>SECTION B</b>			
<b>1. Each question will carry 10 marks</b>			
<b>2. Instruction: Write short / brief notes</b>			
Q7	Discuss the importance of Enterprise Architecture.	10	CO1
Q8	Define BPR and its importance with an example.	10	CO2
Q9	Explain ERP implementation cycle for Petroleum industry.	10	CO2
Q10	Differentiate between CRM and SCM with example.	10	CO3
Q11	Elaborate the need of implementing Enterprise Security Risk Management in enterprises.	10	CO4
<b>SECTION-C</b>			
<b>1. Each Question carries 20 Marks.</b>			
<b>2. Instruction: Write long answer.</b>			
Q12.	Discuss following with suitable example: a. Enterprise Change Management b. Enterprise Storage Management	20	CO2