Chapter 1 – Introduction to ERP for Marketing

No.	Question	Options	Answer
1	What does ERP stand for?	(A) Enterprise Resource Planning (B) Enterprise Report Processing (C) Enhanced Resource Planning (D) Enterprise Retail Program	A
2	ERP systems are primarily designed to:	(A) Increase paperwork (B) Integrate business processes (C) Replace management (D) Eliminate employees	B
3	Which of the following best describes the **core concept of ERP**?	(A) Isolated departmental systems (B) Centralized, integrated data system (C) Manual record keeping (D) Outsourcing operations	B
4	ERP evolved from which earlier system?	(A) MRP (Material Requirements Planning) (B) SCM (Supply Chain Management) (C) CRM (Customer Relationship Management) (D) HRIS	A
5	The **first generation ERP systems** focused mainly on:	(A) Finance and HR (B) Manufacturing and inventory control (C) Marketing campaigns (D) Customer service	B
6	Which is NOT a typical ERP module?	(A) Finance (B) HR (C) Gaming (D) Sales	C
7	Finance module in ERP primarily handles:	(A) Payroll & taxation (B) Accounting, reporting, budgeting (C) Email campaigns (D) SEO optimization	B
8	The HR module in ERP focuses on:	(A) Hiring, training, payroll (B) Social media marketing (C) Sales forecasting (D) Advertising	A
9	SCM module is mainly concerned with:	(A) Order management (B) Procurement & logistics (C) Brand promotion (D) Email marketing	B

10	CRM in ERP primarily deals with:	(A) Managing customers & sales pipeline (B) Managing suppliers (C) Inventory valuation (D) Financial statements	A
11	Which ERP module integrates directly with marketing to enhance customer insights?	(A) Finance (B) CRM (C) SCM (D) HR	B
12	What makes ERP unique for marketing?	(A) Integration with finance and sales (B) Use of social media (C) Outsourcing activities (D) Reducing employees	A
13	The **single source of truth** in ERP refers to:	(A) Data stored in multiple places (B) Unified, accurate, real-time data access (C) Separate databases per department (D) Offline storage	B
14	Data silos occur when:	(A) Data is integrated (B) Data is trapped within one department (C) Data is transparent (D) Data is open source	B
15	Which of the following is a **benefit of integrating marketing with ERP**?	(A) Isolated customer profiles (B) Fragmented reporting (C) Better customer insights & efficiency (D) Manual tracking	C
16	Which ERP trend involves hosting ERP on cloud servers?	(A) On-premise ERP (B) Cloud ERP (C) Legacy ERP (D) Manual ERP	B
17	AI integration in ERP mainly helps in:	(A) Predictive analytics & automation (B) Paper-based records (C) Manual inventory checks (D) Outsourcing HR	A
18	Which of the following is a **key enterprise software trend**?	(A) Blockchain ERP (B) Cloud adoption (C) Mobile ERP apps (D) All of the above	D
19	ERP systems reduce marketing cost by:	(A) Eliminating HR (B) Centralized data & automation (C) Isolated record keeping (D) Manual reporting	B
20	Which of the following is an **example of an ERP system**?	(A) SAP (B) Oracle NetSuite (C) Microsoft Dynamics 365 (D) All of the above	D

21	Which company is known as the **leader in ERP solutions** globally?	(A) SAP (B) IBM (C) Google (D) Adobe	A
22	Oracle ERP Cloud is mainly used for:	(A) Only HR management (B) Complete business process integration (C) Gaming (D) Search engine optimization	B
23	Microsoft Dynamics 365 is popular because:	(A) Combines ERP + CRM capabilities (B) Works only offline (C) Limited to finance (D) Not used for marketing	A
24	The **sales module** of ERP primarily deals with:	(A) Customer campaigns (B) Quotation, order, invoice processing (C) Employee hiring (D) Supply chain logistics	B
25	Integration of ERP and marketing helps in:	(A) Delay in decision making (B) Faster response to customer needs (C) More paperwork (D) Reduced customer satisfaction	B
26	Which term refers to the historical development of ERP?	(A) ERP Evolution (B) ERP Revolution (C) ERP Revolution 2.0 (D) ERP Update	A
27	ERP started in the 1960s with focus on:	(A) Finance (B) Inventory management (C) Customer management (D) Marketing	B
28	The 1990s ERP trend added which critical feature?	(A) CRM integration (B) Cloud computing (C) Mobile apps (D) Blockchain	A
29	In ERP for marketing, **campaign performance data** is integrated with:	(A) CRM (B) Finance (C) SCM (D) HR	A
30	Which ERP trend improves accessibility on smartphones?	(A) Cloud ERP (B) Mobile ERP (C) AI ERP (D) Legacy ERP	B
31	A "real-time" ERP system allows:	(A) Data updates only at month end (B) Continuous access to updated data (C) Manual syncing (D) Offline-only processing	B

32	Which is NOT an advantage of ERP for marketing?	(A) Better targeting (B) Isolated departmental silos (C) Improved forecasting (D) Integrated insights	B
33	Which of these best describes ERP for marketing?	(A) Independent marketing tool (B) Integrated module connected with sales, CRM, finance (C) Outsourcing marketing campaigns (D) Only for small businesses	B
34	Which function is directly supported by ERP in marketing?	(A) Campaign tracking (B) SEO strategy (C) Graphic designing (D) Video editing	A
35	The future of ERP in marketing relies heavily on:	(A) AI & predictive analytics (B) Manual reporting (C) Paper-based records (D) Non-digital methods	A
36	Which ERP system is widely used in small & mid-sized businesses?	(A) SAP Business One (B) IBM Watson (C) Adobe Experience Cloud (D) Salesforce	A
37	Which ERP system is known for **cloud-first design**?	(A) Oracle NetSuite (B) SAP R/3 (C) Legacy Oracle 10g (D) Tally ERP	A
38	ERP helps eliminate:	(A) Data silos (B) Unified systems (C) Centralized data (D) Automation	A
39	A practical example of ERP in marketing is:	(A) Automated campaign linked to sales orders (B) Manual data entry (C) Standalone mailing system (D) Paper-based leads	A
40	Which company successfully integrated ERP for marketing, leading to improved campaigns and reduced costs?	(A) Coca-Cola (B) Apple (C) Tesla (D) Nokia	A

Chapter 2 – Customer Data Management & CRM in ERP

No.	Question	Options	Answer
1	In ERP, customer data is broadly classified into:	(A) Master data & transactional data (B) Static data only (C) Supplier data only (D) Employee records	A
2	Customer master data typically includes:	(A) Name, address, contact info (B) Sales invoices only (C) Payroll info (D) Purchase orders	A
3	Transactional customer data refers to:	(A) Purchase history, interactions, payments (B) Permanent contact info (C) Tax ID only (D) Employee salary slips	A
4	Why is **data governance** important in ERP for marketing?	(A) Ensures data accuracy and compliance (B) Allows free duplication (C) Creates silos (D) Eliminates reporting	A
5	A **CRM system** within ERP primarily focuses on:	(A) Customer relationships and interactions (B) Supplier pricing (C) Employee promotions (D) Warehouse tracking	A
6	SAP CRM is a part of:	(A) SAP Business Suite (B) Microsoft Excel (C) Oracle Linux (D) Salesforce	A
7	Oracle Siebel CRM is best known for:	(A) Strong customer relationship management (B) Payroll automation (C) HR management (D) SEO	A
8	Microsoft Dynamics 365 Sales helps in:	(A) Lead tracking, opportunity management, customer service (B) Employee records (C) Warehouse stock (D) Only finance	A
9	Which CRM functionality supports **lead nurturing**?	(A) Lead management (B) Payroll management (C) HR onboarding (D) Supplier management	A
10	Lead qualification process is about:	(A) Assessing if a lead is worth pursuing (B) Sending invoices (C) Creating financial reports (D) Allocating warehouse space	A

11	Contact management in CRM involves:	(A) Maintaining customer communication history (B) Tracking supplier payments (C) Managing payroll (D) Preparing tax statements	A
12	Customer profiling refers to:	(A) Building detailed customer information for segmentation (B) Employee appraisals (C) Creating warehouse records (D) Budget forecasting	A
13	Sales pipeline visibility allows managers to:	(A) Track deals from lead to close (B) See employee salaries (C) Track factory equipment (D) Monitor payroll deductions	A
14	Forecasting sales within CRM helps:	(A) Plan resources and revenue (B) Reduce HR workload (C) Stop supplier invoicing (D) Replace financial reporting	A
15	Poor data quality in ERP leads to:	(A) Wrong campaigns & decisions (B) Better insights (C) Improved compliance (D) Automated governance	A
16	Data governance ensures:	(A) Accuracy, consistency, security (B) Duplication (C) Disorganization (D) Random data entries	A
17	Which of these is a **core CRM process**?	(A) Lead management (B) Supplier chain processing (C) Employee hiring (D) Budget audits	A
18	CRM helps marketing by:	(A) Understanding customer behavior (B) Tracking employee payroll (C) Supplier discounts (D) Machine scheduling	A
19	Example of transactional data in ERP CRM:	(A) Sales order history (B) Customer phone number (C) Customer address (D) Tax ID	A
20	Which is NOT a CRM functionality?	(A) Contact management (B) Campaign management (C) Sales forecasting (D) Payroll processing	D
21	Which CRM tool in ERP integrates **customer service**?	(A) SAP CRM Service module (B) Payroll module (C) SCM (D) Finance	A

22	CRM enhances marketing ROI by:	(A) Personalizing campaigns (B) Standardizing employee salaries (C) Reducing supplier costs (D) Eliminating finance reports	A
23	A **sales funnel** is best described as:	(A) Process from lead to customer conversion (B) Employee recruitment stages (C) Supplier negotiation steps (D) Inventory stock levels	A
24	Which ERP CRM feature helps **customer loyalty programs**?	(A) Customer profiling (B) Payroll entry (C) Supplier data entry (D) Tax reporting	A
25	Customer segmentation in ERP CRM is based on:	(A) Behavior, demographics, purchase history (B) Employee salaries (C) Supplier codes (D) Financial audits	A
26	CRM systems reduce marketing costs by:	(A) Automating repetitive tasks (B) Eliminating HR staff (C) Reducing supplier invoices (D) Removing financial records	A
27	Which ERP module is most tightly integrated with CRM for marketing?	(A) Sales (B) Finance (C) HR (D) SCM	A
28	Effective lead management requires:	(A) Timely follow-ups & nurturing (B) Ignoring customer needs (C) Only storing contacts (D) Random campaigns	A
29	Data redundancy in ERP CRM leads to:	(A) Errors & inefficiencies (B) Better reports (C) Improved governance (D) Customer loyalty	A
30	CRM dashboards help marketers by:	(A) Providing real-time insights into leads & campaigns (B) Tracking payroll (C) Managing supplier contracts (D) Financial auditing	A
31	Microsoft Dynamics 365 Customer Service focuses on:	(A) Case management & customer support (B) Inventory tracking (C) Payroll processing (D) SEO	A

32	Which CRM tool is often integrated with ERP for **email marketing**?	(A) Salesforce Marketing Cloud (B) Payroll system (C) Supplier DBMS (D) Tax module	A
33	A qualified lead in CRM means:	(A) Customer has genuine interest and buying potential (B) Employee has good performance (C) Supplier is reliable (D) Tax record is verified	A
34	Which CRM component supports customer complaints resolution?	(A) Service management (B) Lead management (C) Payroll management (D) Tax compliance	A
35	Data duplication in CRM should be avoided because:	(A) Leads to confusion & higher costs (B) Improves accuracy (C) Creates loyalty (D) Ensures compliance	A
36	Which ERP CRM process allows **tracking interactions across channels**?	(A) Contact management (B) Inventory management (C) Payroll system (D) Tax audits	A
37	CRM analytics in ERP helps marketers:	(A) Measure campaign performance (B) Calculate employee salary (C) Track supplier stock (D) Do manual entries	A
38	A benefit of integrated CRM in ERP is:	(A) 360° view of customer	B
39	Customer churn analysis in ERP CRM is used for:	(A) Identifying customers likely to leave (B) Measuring payroll slips (C) Tracking suppliers (D) HR promotions	A
40	Which is a **real-life use of CRM within ERP**?	(A) Tracking leads, automating campaigns, forecasting sales	B

Chapter 3 – Marketing Automation & Campaign Management

No.	Question	Options	Answer
1	What is the primary goal of **marketing automation** in ERP?	(A) Reduce manual work in marketing tasks (B) Eliminate HR staff (C) Manage payroll (D) Handle supplier data	A
2	Which of these is an example of marketing automation?	(A) Automated email campaigns (B) Manual data entry (C) Handwritten invoices (D) Offline marketing only	A
3	Campaign management in ERP includes:	(A) Planning, execution, tracking	B
4	ERP marketing automation improves:	(A) Efficiency & targeting accuracy (B) Payroll speed (C) Supplier discounts (D) Inventory audits	A
5	An automated ERP campaign can be triggered by:	(A) Customer purchase behavior (B) Employee appraisal (C) Supplier delay (D) Warehouse check	A
6	Which is NOT part of ERP campaign management?	(A) Execution of campaigns (B) Tracking performance (C) Supplier contract drafting (D) Planning campaigns	C
7	Email marketing in ERP enables:	(A) Personalized mass communication (B) Manual one-to-one emails only (C) Tax reporting (D) Payroll entry	A
8	SMS marketing in ERP is used for:	(A) Instant promotions to customers (B) Employee shift scheduling (C) Supplier invoices (D) Factory maintenance	A
9	Personalized communication in ERP marketing uses:	(A) Customer profiling & segmentation (B) Random mass emails (C) Supplier data (D) Finance reports	A

10	Campaign tracking helps marketers by:	(A) Measuring effectiveness in real-time (B) Calculating employee tax (C) Managing supplier orders (D) Filing payroll	A
11	Customer segmentation divides customers into groups based on:	(A) Demographics, behavior, purchase history (B) Employee attendance (C) Supplier codes (D) Inventory levels	A
12	Targeting strategy in ERP ensures:	(A) Right message reaches right customer segment (B) Payroll reports are automated (C) Supplier invoices are reduced (D) HR data is processed	A
13	Which ERP feature ensures **cross-channel campaign integration**?	(A) Marketing automation workflows (B) Payroll system (C) HR records (D) Supplier management	A
14	Workflow automation in marketing is mainly about:	(A) Automating repetitive campaign tasks (B) Employee payroll runs (C) Supplier data checks (D) Tax calculations	A
15	Example of workflow automation:	(A) Auto-assigning leads to sales rep (B) Manual campaign logs (C) Handwritten reports (D) Paper-based invoices	A
16	MRM (Marketing Resource Management) in ERP deals with:	(A) Budgeting, planning, resource allocation for marketing (B) Payroll slips (C) Tax audits (D) Supplier invoices	A
17	ERP campaign dashboards provide:	(A) Real-time performance metrics (B) Payroll tracking (C) Supplier payments (D) Tax entries	A
18	A/B testing in ERP marketing means:	(A) Comparing two campaign versions for effectiveness (B) Checking payroll twice (C) Supplier billing check (D) Employee appraisals	A
19	Retargeting in ERP marketing is:	(A) Targeting customers who previously showed interest (B) Supplier re-negotiation (C) Employee training repeat (D) Inventory recount	A

20	Marketing automation increases ROI by:	(A) Better lead nurturing & conversion (B) Increasing payroll staff (C) Reducing suppliers (D) Removing sales team	A
21	Integration of ERP with digital ads helps:	(A) Automate ad placements & track conversions (B) Payroll calculation (C) Supplier contract signing (D) Tax filing	A
22	An ERP-integrated Google Ads campaign allows:	(A) Real-time conversion tracking (B) Payroll validation (C) Supplier entry (D) HR onboarding	A
23	ERP campaign execution involves:	(A) Launching targeted messages across channels (B) Supplier invoices (C) Payroll runs (D) Factory data checks	A
24	Real-time ERP campaign tracking enables:	(A) Quick adjustments to improve ROI (B) Manual guesswork (C) Supplier termination (D) Paper reports	A
25	Marketing automation platforms integrated with ERP include:	(A) HubSpot, Marketo (B) Payroll tools (C) SCM systems only (D) Tax software	A
26	Campaign budget tracking in ERP helps:	(A) Avoid overspending (B) Reduce HR records (C) Increase manual work (D) Eliminate reports	A
27	A customer journey in ERP marketing refers to:	(A) Steps from awareness to purchase & loyalty (B) Employee hiring stages (C) Supplier approval cycle (D) Payroll deductions	A
28	ERP marketing automation ensures compliance by:	(A) Tracking consent & opt-ins (B) Random emailing (C) Ignoring data laws (D) Removing reports	A
29	Marketing ROI within ERP is calculated by:	(A) Comparing campaign cost with generated revenue (B) Employee salary vs work (C) Supplier cost vs purchase (D) Tax paid vs profit	A
30	Which is NOT an example of marketing automation?	(A) Auto-triggered emails (B) Personalized SMS (C) Supplier billing (D) Lead nurturing workflows	C

31	Marketing workflows in ERP are designed to:	(A) Automate repetitive actions and notifications (B) Run payroll (C) Approve supplier bills (D) Process inventory	A
32	Integration with social media ads in ERP helps:	(A) Unified campaign tracking (B) Payroll efficiency (C) Supplier evaluation (D) HR recruitment	A
33	Dynamic segmentation in ERP marketing means:	(A) Updating customer segments in real-time (B) Manual entry of groups (C) Random clustering (D) Supplier grouping	A
34	ERP-based campaign analysis helps:	(A) Identify best performing channels (B) Calculate payroll tax (C) Approve supplier contracts (D) Manage HR promotions	A
35	Marketing funnel in ERP consists of:	(A) Awareness, Interest, Decision, Action (B) Hiring, training, payroll, appraisal (C) Supplier request, approval, invoice, payment (D) Budget, audit, tax, report	A
36	Which is a **benefit of marketing automation**?	(A) Consistent communication with customers (B) Increase paperwork (C) Create data silos (D) Random campaigns	A
37	ERP email automation allows:	(A) Scheduled, personalized emails (B) Manual one-by-one mailing (C) Paper memos (D) Tax invoices	A
38	Cross-platform campaign integration in ERP ensures:	(A) Unified view of customer interactions (B) Payroll control (C) Supplier integration only (D) Manual audits	A
39	A campaign ROI of 150% means:	(A) Returns are 1.5 times the campaign cost (B) Campaign lost money (C) Supplier cost increased (D) Payroll is optimized	A
40	ERP-based customer engagement campaigns often use:	(A) Loyalty rewards & personalized offers (B) Random mailing (C) Manual newsletters (D) Offline notices only	A
41	Campaign automation reduces errors by:	(A) Minimizing manual intervention (B) Increasing paperwork (C) Eliminating dashboards (D) Ignoring workflows	A

42	Real-time dashboards in ERP marketing provide:	(A) KPIs like conversion rates, leads, cost per campaign (B) Payroll reports (C) Supplier invoices (D) Tax audits	A
43	Which is an example of personalized marketing in ERP?	(A) Birthday email offers (B) Random SMS (C) Generic mass ad (D) Supplier invoice	A
44	Campaign lifecycle in ERP includes:	(A) Planning → Execution → Monitoring → Closure (B) Payroll → Appraisal → Salary (C) Supplier request → Payment (D) Audit → Tax filing	A
45	Marketing automation helps sales by:	(A) Delivering qualified leads (B) Hiring employees (C) Paying suppliers (D) Filing payroll	A
46	Which ERP automation reduces campaign fatigue?	(A) Smart scheduling & frequency control (B) Random email blasts (C) Ignoring customer preference (D) Manual sending	A
47	Campaign performance metrics include:	(A) Open rate, CTR, conversion rate (B) Payroll tax (C) Supplier discounts (D) HR appraisals	A
48	ERP-based campaign cost tracking allows:	(A) Budget control & ROI measurement (B) Payroll management (C) Supplier billing (D) Tax filing	A
49	Multi-channel campaign management in ERP covers:	(A) Email, SMS, social media, ads (B) Payroll & HR (C) Supplier billing (D) Inventory only	A
50	Example of ERP marketing automation in real life:	(A) Auto-email after customer purchase (B) Manual calling from phonebook (C) Paper flyers only (D) Payroll data entry	A

Chapter 4 – Sales Integration & Order-to-Cash Cycle

No.	Question	Options	Answer
1	The sales integration in ERP ensures:	(A) Smooth transition from marketing to sales (B) Payroll automation (C) Supplier payments only (D) Manual entry	A
2	Order-to-Cash (O2C) cycle refers to:	(A) Entire process from receiving an order to collecting payment (B) Employee payroll process (C) Supplier contract approval (D) Marketing campaign lifecycle	A
3	A quotation in ERP sales module is:	(A) A price offer sent to a potential customer (B) Employee performance report (C) Supplier invoice (D) Tax document	A
4	Sales order processing in ERP includes:	(A) Order entry, confirmation, delivery, invoicing (B) Payroll runs (C) Supplier payments (D) Tax filing	A
5	ERP ensures seamless sales handoff by integrating:	(A) Marketing leads with sales orders (B) Payroll with HR (C) Supplier data with finance (D) Tax forms with audits	A
6	Inventory management in ERP supports sales by:	(A) Checking product availability in real-time (B) Calculating payroll (C) Managing supplier contracts (D) Filing tax reports	A
7	Product availability check is critical because:	(A) Sales promises must match stock levels (B) Payroll must be on time (C) Suppliers need validation (D) HR needs training	A
8	ERP sales pricing module manages:	(A) Discounts, promotions, pricing rules (B) Employee salaries (C) Supplier payments (D) Tax refunds	A

9	Discount management in ERP sales helps:	(A) Apply automated rules on quotes/orders (B) Reduce payroll staff (C) Avoid supplier audits (D) Eliminate tax filings	A
10	E-commerce integration with ERP ensures:	(A) Online orders flow directly into ERP system (B) Payroll automation (C) Supplier contract signing (D) HR promotions	A
11	After-sales service in ERP is part of:	(A) Customer support & warranty management (B) Payroll updates (C) Supplier discount handling (D) Tax records	A
12	Why is after-sales service important in ERP?	(A) Builds loyalty & repeat business (B) Reduces payroll staff (C) Avoids supplier duplication (D) Minimizes tax audits	A
13	ERP customer support module provides:	(A) Case management & ticketing (B) Employee payroll data (C) Supplier contracts (D) Tax filings	A
14	Which is NOT part of the order-to-cash cycle?	(A) Payroll deduction (B) Order management (C) Invoicing (D) Payment collection	A
15	ERP sales module integrates with finance for:	(A) Automated invoice & payment posting (B) Employee appraisal (C) Supplier negotiation (D) HR onboarding	A
16	Order fulfillment in ERP includes:	(A) Picking, packing, shipping (B) Payroll deductions (C) Supplier payments (D) Employee training	A
17	A sales invoice in ERP is:	(A) Document requesting customer payment (B) Payroll slip (C) Supplier order form (D) Tax audit sheet	A
18	ERP reduces sales errors by:	(A) Automating order entry & pricing (B) Manual notes (C) Ignoring customer data (D) Delaying invoices	A
19	Real-time inventory integration in ERP helps:	(A) Sales reps know product stock instantly (B) Payroll runs (C) Supplier costs (D) Tax filing	A

20	The final stage of the O2C cycle is:	(A) Payment collection (B) Marketing campaign (C) Payroll deduction (D) Supplier order	A
21	Which department benefits most from ERP sales integration?	(A) Sales & Finance (B) HR only (C) Supplier mgmt (D) Tax auditors	A
22	ERP integration with logistics ensures:	(A) On-time delivery & shipment tracking (B) Payroll processing (C) Supplier auditing (D) Employee appraisal	A
23	A real-life example of ERP sales integration:	(A) Amazon linking website orders with SAP ERP (B) Manual invoicing (C) Paper-based leads (D) Payroll slips	A
24	ERP quotation-to-order conversion avoids:	(A) Manual re-entry of customer details (B) Payroll errors (C) Supplier duplication (D) Tax gaps	A
25	The ERP finance module receives sales data to:	(A) Generate revenue reports (B) Pay employees (C) Negotiate suppliers (D) Manage audits	A
26	ERP ensures better customer satisfaction by:	(A) Faster order processing & support (B) Reducing payroll delays (C) Ignoring suppliers (D) Delaying invoices	A
27	A credit check in ERP sales ensures:	(A) Customer can pay before order is confirmed (B) Payroll is correct (C) Supplier data is valid (D) HR approves	A
28	ERP order approval workflows prevent:	(A) Unauthorized discounts/orders (B) Payroll leakage (C) Supplier fraud (D) Tax errors	A
29	O2C cycle is important for marketing because:	(A) Provides data on conversion rates & revenue (B) Calculates payroll tax (C) Supplier payments (D) HR hiring	A
30	ERP sales dashboards show:	(A) Orders, revenue, pipeline (B) Payroll slips (C) Supplier discounts (D) Tax entries	A

31	Which is a benefit of ERP e-commerce integration?	(A) Automatic stock updates for online customers (B) Payroll speed (C) Supplier contracts (D) Tax compliance	A
32	ERP improves cross-department collaboration in sales by:	(A) Sharing real-time data across marketing, sales, finance (B) Reducing payroll (C) Ignoring suppliers (D) Manual paper flow	A
33	ERP after-sales ticketing helps:	(A) Track and resolve customer issues efficiently (B) Payroll reporting (C) Supplier validation (D) Tax filing	A
34	Which is the FIRST step in O2C cycle?	(A) Order management (B) Invoicing (C) Payment collection (D) Shipment	A
35	ERP sales approvals can be automated using:	(A) Workflow automation rules (B) Manual notes (C) Supplier contracts (D) Tax memos	A
36	ERP integration avoids **order duplication** by:	(A) Centralized real-time system (B) Manual checks (C) Payroll comparison (D) Supplier audits	A
37	ERP role in pricing ensures:	(A) Standardized discounts & rules (B) Random pricing (C) Payroll validation (D) Supplier negotiation	A
38	Order-to-cash analysis in ERP helps businesses:	(A) Improve cash flow & sales efficiency (B) Reduce payroll staff (C) Avoid suppliers (D) Stop tax audits	A
39	ERP customer history data is useful for sales by:	(A) Cross-selling & upselling opportunities (B) Payroll adjustments (C) Supplier discounts (D) HR promotions	A
40	A company using ERP to integrate sales & finance can:	(A) Automatically generate invoices and update accounts receivable (B) Run payroll faster (C) Negotiate with suppliers (D) Avoid audits	A

Chapter 5 – Marketing Analytics & Reporting with ERP Data

No.	Question	Options	Answer
1	ERP marketing analytics helps in:	(A) Tracking campaign performance (B) Payroll automation (C) Supplier billing (D) Tax filing	A
2	Key Performance Indicators (KPIs) in marketing ERP include:	(A) Conversion rates, ROI, customer retention (B) Employee salary (C) Supplier discounts (D) Tax audits	A
3	Conversion rate in ERP analytics means:	(A) % of leads converted into customers (B) Employee promotions (C) Supplier invoices paid (D) Payroll deductions	A
4	ROI in ERP marketing analytics is:	(A) Return on marketing investment (B) Payroll improvement (C) Supplier relationship value (D) Tax refund ratio	A
5	Customer retention metrics measure:	(A) Repeat purchases & loyalty (B) Payroll accuracy (C) Supplier audit efficiency (D) Tax clearance	A
6	ERP integrates marketing analytics with:	(A) Sales, finance, inventory (B) Payroll (C) Supplier onboarding (D) Taxation only	A
7	Real-time dashboards in ERP allow:	(A) Instant visibility of marketing KPIs (B) Payroll adjustments (C) Supplier contract monitoring (D) HR promotions	A
8	ERP predictive analytics helps:	(A) Forecast future customer behavior (B) Calculate payroll tax (C) Validate supplier data (D) File GST returns	A
9	ERP visualization tools support:	(A) Graphs, charts, dashboards for analysis (B) Payroll forms (C) Supplier memos (D) Tax filing	A
10	Market segmentation in ERP analytics is based on:	(A) Demographics, buying behavior, geography (B) Payroll bands (C) Supplier locations (D) Tax groups	A

11	Customer lifetime value (CLV) in ERP means:	(A) Net profit from a customer over relationship duration (B) Payroll expense per employee (C) Supplier contract value (D) Tax penalty amount	A
12	ERP sentiment analysis uses:	(A) Customer feedback & social media integration (B) Payroll logs (C) Supplier contracts (D) Tax filings	A
13	Real-time marketing reports in ERP improve:	(A) Faster decision-making (B) Payroll reports (C) Supplier bills (D) Tax audits	A
14	ERP supports A/B testing analysis by:	(A) Comparing campaign versions & results (B) Payroll deductions (C) Supplier validations (D) Tax balances	A
15	Multi-channel campaign reporting in ERP includes:	(A) Email, social media, ads performance (B) Payroll slips (C) Supplier audits (D) HR hiring	A
16	ERP analytics assists sales teams by:	(A) Sharing lead quality and conversion data (B) Payroll forecasts (C) Supplier pricing (D) Tax refund tracking	A
17	ERP dashboards can be customized to show:	(A) KPIs relevant to specific managers (B) Payroll slips only (C) Supplier invoices (D) Tax records	A
18	Marketing ROI improves with ERP by:	(A) Linking costs to sales outcomes (B) Reducing payroll (C) Supplier delays (D) Tax filing	A
19	ERP analytics ensures data accuracy by:	(A) Centralized, integrated reporting (B) Manual records (C) Payroll slips (D) Supplier audits	A
20	Predictive modeling in ERP marketing helps:	(A) Anticipate demand & trends (B) Payroll banding (C) Supplier taxes (D) HR rotations	A
21	ERP customer churn analysis means:	(A) Identifying customers likely to stop buying (B) Payroll errors (C) Supplier delays (D) Tax defaults	A
22	ERP analytics integrates with finance to:	(A) Measure revenue generated per campaign (B) Payroll expenses (C) Supplier payments (D) Tax refunds	A

23	ERP supports marketing budget control by:	(A) Tracking spend vs planned budget (B) Payroll deductions (C) Supplier margin analysis (D) Tax control	A
24	ERP analytics helps customer acquisition by:	(A) Identifying best lead sources (B) Payroll benchmarking (C) Supplier network (D) Tax defaults	A
25	ERP loyalty program analysis tracks:	(A) Rewards usage & repeat purchases (B) Payroll overtime (C) Supplier retention (D) Tax deductions	A
26	Real-life example: ERP in Coca-Cola marketing analytics is used to:	(A) Track sales by geography & campaign impact (B) Payroll slips (C) Supplier orders (D) Tax notes	A
27	ERP integration with CRM supports analytics by:	(A) Using customer interaction data for insights (B) Payroll validation (C) Supplier details (D) Tax entries	A
28	ERP campaign ROI is calculated as:	(A) Net profit ÷ Marketing cost × 100 (B) Payroll cost ÷ employee (C) Supplier cost ÷ order (D) Tax paid ÷ revenue	A
29	Data visualization in ERP helps managers by:	(A) Quick insights via graphs & charts (B) Payroll analysis (C) Supplier checks (D) Tax refunds	A
30	ERP analytics supports lead nurturing by:	(A) Tracking customer journey touchpoints (B) Payroll records (C) Supplier contracts (D) Tax audits	A
31	ERP improves demand forecasting by:	(A) Using historical sales & marketing data (B) Payroll data (C) Supplier pricing (D) HR audits	A
32	Which is NOT a marketing KPI in ERP?	(A) Employee attendance (B) Conversion rate (C) ROI (D) CLV	A
33	ERP campaign attribution analysis means:	(A) Finding which channels contributed to sales (B) Payroll bands (C) Supplier taxes (D) HR bonuses	A
34	ERP supports competitive analysis by:	(A) Comparing sales & market trends (B) Payroll figures (C) Supplier margins (D) Tax filings	A
35	Customer profiling in ERP includes:	(A) Purchase history, preferences, demographics (B) Payroll data (C) Supplier ID (D) Tax PAN	A

36	ERP predictive scoring helps marketers:	(A) Rank leads based on conversion probability (B) Payroll benefits (C) Supplier history (D) Tax bills	A
37	ERP integrates marketing spend with:	(A) Finance module for real-time budget control (B) Payroll (C) Supplier data (D) HR apps	A
38	Real-time alerts in ERP analytics can notify:	(A) Low campaign performance or high spend (B) Payroll delays (C) Supplier changes (D) Tax updates	A
39	ERP social media integration helps:	(A) Analyze engagement & conversion from platforms (B) Payroll tweets (C) Supplier networks (D) Tax audits	A
40	ERP sentiment analysis example:	(A) Nike analyzing customer reviews for product feedback (B) Payroll system survey (C) Supplier invoice check (D) Tax filing	A
41	ERP reporting enables management to:	(A) Make data-driven marketing decisions (B) Rely on guesswork (C) Focus on payroll only (D) Ignore suppliers	A
42	ERP integrates customer support analytics by:	(A) Tracking tickets & resolution times (B) Payroll bands (C) Supplier KPIs (D) Tax slips	A
43	ERP helps optimize ad spend by:	(A) Comparing cost per lead across channels (B) Payroll slip checks (C) Supplier audits (D) Tax margins	A
44	ERP improves cross-sell opportunities by:	(A) Analyzing purchase patterns (B) Payroll reports (C) Supplier records (D) Tax inputs	A
45	Final goal of ERP marketing analytics is:	(A) Improve ROI, customer satisfaction & business growth (B) Payroll control (C) Supplier replacement (D) Tax audits	A

Chapter 6: Implementation, Challenges & Future of Marketing ERP

No.	Question	Options	Answer
1	The first step in planning a Marketing ERP implementation project is:	(A) Data migration (B) Vendor selection (C) Needs assessment (D) Customization	C
2	Which factor is most critical in ERP project success?	(A) Hardware cost (B) Strong project management (C) Marketing budget (D) Number of modules	B
3	Data migration challenges mainly involve:	(A) Accuracy, completeness, consistency (B) Advertising campaigns (C) Office space (D) Tax audits	A
4	User adoption problems in ERP arise due to:	(A) Easy training (B) Resistance to change (C) High salaries (D) Marketing promotions	B
5	Customization of ERP systems often leads to:	(A) Faster upgrades (B) Higher costs and delays (C) Simpler integration (D) Reduced risks	B
6	A best practice in ERP implementation is:	(A) Ignore user training (B) Phase-wise rollout (C) Replace all staff (D) Skip testing	B
7	Which method helps ensure smooth integration?	(A) Big-bang deployment (B) Incremental testing and piloting	C
8	Change management in marketing ERP requires:	(A) Employee engagement (B) Ignoring staff concerns (C) Reducing communication (D) Focusing only on IT team	A
9	Which compliance law protects EU customer data?	(A) CCPA (B) GDPR (C) HIPAA (D) SOX	B
10	The U.S. data protection law relevant to ERP is:	(A) GDPR (B) CCPA (C) Basel III (D) FCPA	B
11	Role of security in ERP involves:	(A) Customer data protection (B) Preventing fraud (C) Access control (D) All of the above	D

12	AI in Marketing ERP mainly supports:	(A) Predictive analytics & personalization (B) Manual data entry (C) Paper-based campaigns (D) Slower processing	A
13	Cloud ERP is preferred due to:	(A) Higher upfront cost (B) Flexibility & scalability (C) No internet required (D) Vendor lock-in	B
14	Industry-specific ERP solutions are designed to:	(A) Fit general needs only (B) Reduce customization needs (C) Replace HR modules (D) Eliminate CRM	B
15	Which factor is key in choosing the right ERP for marketing?	(A) Alignment with business goals (B) Vendor logo design (C) Office size (D) Competitors' choice	A
16	Which is a pitfall in ERP implementation?	(A) Effective training (B) Poor data quality (C) Strong leadership (D) Clear objectives	B
17	Which approach reduces resistance to ERP adoption?	(A) Forced rollout (B) Involving employees early (C) Ignoring staff concerns (D) Skipping workshops	B
18	Testing in ERP projects ensures:	(A) Faster advertising (B) Reduced system failures (C) Increased errors (D) No impact	B
19	GDPR ensures which principle?	(A) Right to be forgotten (B) Open-source sharing (C) Unlimited data use (D) Free advertising	A
20	CCPA gives customers the right to:	(A) Sell their own data (B) Opt-out of data sale (C) Access free ERP (D) Block ERP vendors	B
21	A balanced ERP implementation requires:	(A) IT focus only (B) Collaboration of IT, marketing, and operations (C) Ignoring users (D) Skipping integration	B
22	The success measure of ERP implementation is:	(A) Vendor profit (B) ROI and adoption rate (C) Training hours only (D) Number of customizations	B
23	Which deployment model reduces infrastructure costs?	(A) On-premise ERP (B) Cloud ERP (C) Hybrid ERP (D) Paper-based system	B

24	AI chatbots in ERP improve:	(A) Customer service (B) Manual billing (C) Data migration errors (D) Offline storage	A
25	Which trend is growing in ERP for SMEs?	(A) Cloud ERP adoption (B) Legacy mainframe ERP (C) Paper invoices (D) Manual accounting	A
26	ERP data migration failures usually result in:	(A) Increased accuracy (B) System downtime & errors (C) Higher profits (D) Shorter projects	B
27	Which is an example of an ERP best practice?	(A) Continuous training (B) Ignoring change management (C) Rushing migration (D) Avoiding vendor support	A
28	ERP customization should be:	(A) Extensive (B) Limited and essential (C) Avoided always (D) Vendor-driven only	B
29	Security threats in ERP include:	(A) Unauthorized access (B) Phishing (C) Data leaks (D) All of the above	D
30	Which technology is influencing future ERP?	(A) Blockchain (B) Typewriters (C) Fax machines (D) Floppy disks	A

Chapter 7 – Case Studies

No.	Question	Options	Answer
1	In a hands-on ERP exercise, creating a lead usually involves:	(A) Capturing customer details (B) Approving invoices (C) Scheduling payroll (D) Configuring servers	A
2	A simulated ERP campaign launch helps students:	(A) Practice real-world workflows (B) Skip testing (C) Avoid reports (D) Delete data	A
3	Generating reports in ERP enables marketers to:	(A) Monitor performance (B) Hide insights (C) Reduce transparency (D) Ignore KPIs	A
4	Case studies in ERP education are important because they:	(A) Provide practical exposure (B) Replace exams entirely (C) Avoid hands-on learning (D) Remove theory	A
5	Industry expert sessions in ERP courses:	(A) Offer real-world insights (B) Reduce learning (C) Confuse students (D) Focus only on coding	A
6	In ERP simulation, a marketing campaign success is measured by:	(A) Leads generated and ROI (B) Server uptime (C) Number of modules (D) Length of reports	A
7	Which ERP function helps segment customers before a campaign?	(A) CRM module (B) Payroll module (C) HR module (D) Asset management	A
8	The purpose of a final project workshop is:	(A) Apply ERP skills in real projects (B) Skip teamwork (C) Avoid presentations (D) Focus only on exams	A
9	A good ERP case study highlights:	(A) Implementation challenges & solutions (B) Only software costs (C) Just vendor profits (D) Random theories	A
10	Guest speakers in ERP programs usually:	(A) Share industry best practices (B) Reduce course quality (C) Replace exams (D) Avoid practical topics	A

11	A typical ERP hands-on exercise for marketing students might include:	(A) Creating customer segments (B) Coding in assembly language (C) HR payroll entry (D) Power plant monitoring	A
12	One benefit of ERP simulations is:	(A) Safe learning environment without real risks (B) Higher system downtime (C) Ignoring data accuracy (D) Avoiding users	A
13	Which metric would be most useful in a simulated ERP report?	(A) Campaign ROI (B) Number of chairs in office (C) Employee birthdays (D) Printer usage	A
14	A real-world ERP case study can demonstrate:	(A) Vendor selection mistakes (B) Cloud adoption strategies (C) User adoption practices (D) All of the above	D
15	Final projects in ERP training should:	(A) Integrate multiple ERP functions (B) Skip real-world problems (C) Avoid teamwork (D) Focus on only one theory	A
16	Which is NOT a common ERP case study focus area?	(A) Data migration (B) User adoption (C) Payroll tax filing (D) Marketing analytics	C
17	ERP simulations for students often involve:	(A) Creating leads, campaigns, reports (B) Manual ledger writing (C) Typewriting practice (D) Offline advertising only	A
18	A key learning from ERP case studies is:	(A) Lessons from both success and failure (B) Ignoring history (C) Only vendor profits (D) Avoiding training	A
19	In case studies, failed ERP projects often show:	(A) Poor planning & resistance (B) Strong leadership (C) Effective training (D) Seamless migration	A
20	The primary reason for using case studies in ERP learning is:	(A) Bridge theory and practice (B) Replace ERP systems (C) Reduce learning (D) Avoid analytics	A

21	ERP simulation tools allow students to:	(A) Experience workflows without real risk (B) Run actual companies (C) Avoid teamwork (D) Skip testing	A
22	Which ERP module is most relevant in campaign tracking?	(A) CRM & Marketing Automation (B) Payroll (C) Asset management (D) HR	A
23	Hands-on ERP workshops improve:	(A) Practical application of theory (B) Server downtime (C) Avoidance of learning (D) Vendor profits only	A
24	A successful ERP student project should show:	(A) Problem-solving using ERP tools (B) Avoidance of KPIs (C) Ignoring reporting (D) Lack of teamwork	A
25	Industry experts can provide insights on:	(A) ERP adoption in real firms (B) Cooking recipes (C) Sports results (D) Non-ERP topics	A
26	Which of the following is an output of ERP simulation?	(A) Sample marketing report (B) Payroll tax return (C) Manual ledger (D) Car maintenance log	A
27	Final project guidance helps students:	(A) Align ERP projects with learning goals (B) Skip deadlines (C) Avoid teamwork (D) Copy assignments	A
28	A case study of ERP failure may teach:	(A) Importance of user training (B) Ignoring best practices (C) Random marketing (D) Avoiding compliance	A
29	A practical ERP exercise in marketing might include:	(A) Launching a simulated email campaign (B) Running physical machinery (C) Filing income tax (D) Hosting sports events	A
30	A good ERP case study should include:	(A) Background, problem, solution, outcomes (B) Just company name (C) Only software brand (D) Random facts	A
31	Students practicing ERP lead management learn:	(A) Sales funnel creation (B) Payroll deduction (C) Supply chain routing (D) Car servicing	A

32	Real-world ERP success stories often highlight:	(A) Improved efficiency & ROI (B) System shutdowns (C) Lack of adoption (D) Ignoring analytics	A
33	A simulation of ERP reporting helps students:	(A) Interpret marketing KPIs (B) Avoid data analysis (C) Reduce transparency (D) Ignore managers	A
34	In workshops, ERP teamwork teaches:	(A) Collaboration & role-based usage (B) Isolation (C) Avoidance (D) Lack of communication	A
35	A project ERP demo usually ends with:	(A) Presentation & evaluation (B) Silence (C) Ignoring results (D) Avoiding reports	A
36	ERP simulations for campaigns typically test:	(A) Segmentation & automation (B) Payroll accuracy (C) Staff attendance (D) Office expenses	A
37	Guest sessions in ERP courses bridge:	(A) Academia and industry practice (B) Sports and ERP (C) Cooking and ERP (D) Fashion and ERP	A
38	A practical ERP project often integrates:	(A) CRM, Marketing, and Analytics modules (B) Only payroll (C) Only finance (D) None of these	A
39	Key outcome of case studies is:	(A) Learning from practical insights (B) Avoiding ERP tools (C) Copying vendor manuals (D) Memorizing theory only	A
40	Final project workshops ensure students:	(A) Apply ERP to solve marketing problems (B) Skip real-world practice (C) Avoid teamwork (D) Ignore presentations	A