Advanced Web Designing

Exercise

0	1.	Fill	in	the	b	lan	ks.
~	_				~		~

<!DOCTYPE html>

- 1. The.....element is a staring element in an HTML, it indicates that document type definition being used by the document.
- 2. The.....is a tag in html that describe some aspects of contents of a webpage.
- 3. The tag defines an. Ordered List
- 4. An unordered list is created using the...... tag.
- 5. Theelement creates an inline frame.
- 6. <a
- 7. If a web developer wants to add the description to an image he must use ...alt... attribute of tag.
- 8. The position property is used to set position for an element.
- 9. The float property defines the....Flow......of content.
- 10. Absolute position used with elements that overlap with each other.

Q2. State whether the following statement is True or False.

- 1. HTML is an Object Oriented Programming Language. (False)
- 2. Charset is used for character encoding declaration. (True)
- 3. An unordered list can be numerical or alphabetical.(False)
- 4. Multilevel list can be created in HTML 5. (True)
- 5. Srccode specifies the HTML content of the page to show in the <iframe>(True)
- 6. The 'controls' attribute is not used to add play, pause, and volume. (False)
- 7. .cs is the extension of CSS file (False)

Q.3. Choose Single correct answer from the given options.

1.	element	used
	to create a linking image.	

- a) b)
- c) <map> d) <usemap>
- 2. Thetag is used to embed audio files on Webpages.
 - a) <sound> b) <audio>
 - c) <video> d) <embeded>

[tween 18 to 50, a with following ol. b) compare d) Textboxes	Q.5. Cl	created using t <area/> carea> c) <area/> c) <usemap> e) <server> com the given option</server></usemap>	wo elements <map> b) <image/> d) <map> rect answers</map></map>	
	_	b) \$ d) #		Attributes of is href, coords, alt	<area/> tag	
				a) href	b) src	
_	hoose Two correct	t answers from		c) coords	d) data	
th	e given options.			e) alt	f) usemap	
1.	List within eitherlist o	another list orlist is	2.	Attributes used are srcdoc, name,		
	called nested list.			a) srcdoc	b) name	
	a) multilevel	b) orderd) general		c) att	d) src	
	c) unordered			e) href	f) loop	
	e) cascading		3	Following are the Form		
2.	. Image maps are of two types Client Side and Server Side			controls, search, tel		
	a) Network side			a) email	b) search	
	b) Client Side			c) label	d) video	
	c) Computer side				f) audio	
	d) Server Side		4.	Attributes used tag autoplay, contr		
	e) n-compting			a) autoplay	b) href	
3.	A CSS rule set co	contains		c) controls	d) cntrl	
	a) Set	b) selector		e) loop	f) bgsound	
	c) post					
	d) declaration e) < >					
		-				

internal 5. CSS types are external and inline a) internal b) external c) control d) inline e) loop f) style 6. Positioning types **CSS** in are Static, fixed, absolute a) Static b) fixed c) absolute d)position e) dynamic f) nested 7. Types of floating properties are left, right, zero a) left b) zero c) right d) all e) none f) dock Q. 6. Match the pair A \mathbf{B} a) Client side 1) image map b) CSS Property 2) usemapc) bulleted list 3) color d) Image as a 4) submit

button

inserts an image

5) <Input type =image>e)

Q.7. Programs.

- 1) Write a program using html with following CSS specification-
 - 1. The background colour of the company name should be in green.
 - 2. The text colour of the company name should be red.
 - 3. The heading should be large with font "comic sans ms"
 - 4. The description of the company should be displayed in blue color in a paragraph.

Answer:-

Note: In this question, They had not mentioned that which css use.

Like internal css, inline css or external css.

So here we can use any of them. Then inline css is most easy type of css.

Here we will create this program using Inline CSS.

```
Program:
```

Output:

This is large Heading with font "comic sans ms"

Company Name: XYZ Corporate Company

Description: Write any description you want here

- 2) Write Html5 code with CSS as follows-
 - 1. To create form to accept name, age, email address, from the user.
 - 2. Create a submit button to send the data.
 - 3. The heading of the form should have a background colour and a different font style.

Answer:-
Program:
html
<html></html>
<head></head>
<title></title>
<body></body>
<h1 style="background-color: red; font-family: cursive;">Form Heading</h1>
<form></form>
name : <input name="name" type="text"/> <
email : <input name="email" type="text"/>
Age :
<input name="male" type="radio" value="m"/> Male
<input name="female" type="radio" value="f"/> Female
<input name="submit" type="submit" value="submit"/>
Output:

Form Heading

name :	
email :	
Age: OMale OFemale	
submit	

- 3) Write Html5 code with CSS as follows-
 - 1. Create ordered list with names of tourist Cities.
 - 2. Create unordered list with tourist places of those cities.
 - 3. Divide the list into two sections left and right by using CSS.

```
<!DOCTYPE html>
                              <div class="left-half">
<html>
                              tourist Cities
<head>
                              <0]>
  <title></title>
                              Mumbai
  <style type="text/css">
                              Delhi
box-sizing: border-box;
                              Gujrat
                              Punjab
                              </01>
                              </div>
div {
 display:inline-block;
                              <div class="right-half">
 vertical-align: top;
                              tourist Cities
 width: 40%;
                              <01>
 padding:1rem;
                              Mumbai
                              Delhi
                              Gujrat
.left-half {
                              Punjab
background: #ff9e2c;
                              </div>
.right-half {
                              </body>
background: #b6701e;
                              </html>
</style>
</head>
<body>
```

tourist Cities

- 1. Mumbai
- Delhi
- 3. Gujrat
- 4. Punjab

tourist Cities

- 1. Mumbai
- 2. Delhi
- 3. Gujrat
- 4. Punjab

```
What are the uses of <P>, <B>, <br/>or> and <mark> tags?
Answer:-
(1) < P > Tag :
Meaning: The  tag defines a paragraph. It is a block-level element and always
starts on a new line. The  tag comes in pairs which is opening and closing tag.
Syntax : ...... content (Elements)......
Example:
<!DOCTYPE html>
<html>
<head>
<title>Title of the document</title>
</head>
<body>
This is a paragraph
</body>
</html>
(2) < B > Tag :
Meaning: The <b > tag specifies bold text without any extra importance.
Syntax : <b>...... content (Elements)......</b>
Example:
<!DOCTYPE html>
<html>
<body>
<h1>The b element</h1>
This is normal text - <b>and this is bold text</b>.
</body>
</html>
(3) < B > Tag :
Meaning : <br/> tag is used to break line. The <br/> tag inserts a single line break.
The <br/>br> tag is an empty tag which means that it has no end tag.
Syntax : <br/> (Only have opening tag)
Example:
<!DOCTYPE html>
<html>
<body>
<h1>The br element</h1>
To force<br/>line breaks<br/>in a text,<br/>use the br<br/>element.
</body>
</html>
```

(4) <Mark> Tag :
Meaning : The <mark> tag defines marked text. <mark> tag is used to highlight the specific word or sentence.
Syntax : <mark>...... content (Elements).......</mark>
Example :
<!DOCTYPE html>
<html>
<body>
<h1>The mark element</h1>
Do not forget to buy <mark>milk</mark> today.
</body>
</html>

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Digital Marketing

Exercise

O. 1 Fill in the blanks.

- 1. Unpaid search is nothing but Paid_search.
- 2. Program used by search engines to collect data from the website is called as Crawler
- 3. Manipulating Google's algorithm to improve website rankings is Black hat SEO.
- 4. Web analytics service offered by Google to tracks and reports website traffic is Google Analytics

O. 2 State true or false.

- 1. Digital Marketing requires physical market. False
- 2. E commerce deals are carried out in physical market. False
- 3. Digital marketing is carried out with the help of Portal. True
- 4. In Digital marketing SEO means
- 5. The advertisement paid Google can be identified with 'paid' keyword. True
- 6. To make the Traffic analysis SEO Technique is used. False

Q. 3 Multiple Choice Questions one Correct Answer.

1.	SEO	relies	on
	manipulating Google's	algorit	hm
	to improve rankings.		

- a) Red Hat
- b) White Hat
- c) Green Hat
- d) Black Hat
- 2. To analyze the traffic coming to the Website _____ tool is used.
 - a) SEO optimer
 - b) Google analytics
 - c) Go daddy
 - d. Amazon
- 3. If the speed of displaying the website is slow then ranking method is used
 - a) technical
 - b) on page
 - c) off page
 - d) load page

Special Executive Operations. False Q.4 Multiple Choice Question 2 correct answer.

- 1. ____ and ____techniques and strategies used to get higher search rankings on search engine.
 - a) White Hat
 - b) Red Hat
 - c) Black Hat
 - d) Green Hat
 - e) Blue Hat

	The product of Google analytics was originally developed by	_	ltiple Choice Questio	on 3 correct
3.	a) Urchin b) 2005 c) Google d) 2008 e) Microsoft Valid two types of keywords are and a) long tail b) short tail	1. In	Marketing Channels Marketing are a) Email marketing b) Content marketing c) Valid marketing d) Mobile marketing e) on page marketing e) off page marketing Valid approaches generate traffic to your are, and	SEO to
•	c) small tail d) big tail e) lengthy tail	} } (a) on-page SEO b) all-page SEO c) off-page SEO d) technical SEO e) with-page SEO f) online-page SEO	

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3

Computerised Accounting with GST

Exercise

Q.1 Fill in the blanks.

- A pre-numbered accounting document used for posting daily transactions is called as <u>Voucher</u>
- 2) When cash is going out of the business Payment type of voucher is used.
- 3) Return of goods to a supplier comes under Purchase Return type of voucher.
- 4) France was the first country to implement the GST in 1954.
- 5) GSTIN stands for GSTIN
- 6) GST came into force in India with effect from 1st July 2017
- 7) Rectifying entries or transfers or adjustment entries comes under Journal voucher type.

Q.2 State whether the statement is TRUE or FALSE.

- 1) Creation of company is the first step in Computerized Accounting process. TRUE
- 2) All Ledger accounts have same groups in Computerized Accounting. **FALSE**
- 3) Receipt voucher is used when the cash is accepted. **TRUE**
- 4) Cash deposited into bank comes under bank voucher. **FALSE**
- 5) Recording a transaction through voucher is called as voucher entry. **TRUE**
- 6) Goods sold from Solapur to Hubli is an example of SGST. **FALSE**
- 7) GST is focus on one nation one tax. TRUE
- 8) GSTIN is PAN based registration number. **TRUE**
- 9) CGST, SGST and IGST Ledgers are common for goods and services **TRUE**

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Q.3 Choose Single correct answer from the given options.

1) Contra Voucher is used for 6) In GSTIN first two digits represents ____code. a) Master Entry a) State b) Central b) Withdrawal of cash from bank c) Company c) Reports d) General d) Credit Purchase 7) GST is _____ type of tax. 2) Salary account comes under a) Regular which of the following head b) Indirect a) Indirect Income c) Direct b) Indirect Expenses d) Irregular c) Direct Income d)Direct Expenses 3) In India the GST Act came into effect on ____ a) 1st July 2018 b) 1st July 2017 c) 1st June 2018 d)1st June 2017 4) Sale or purchase out of state involves ____in invoice. a) OutGST b) IGST c) WithGST d) NoGST 5) GSTIN is __ alphanumeric number. a) 13 b)10 c) 15

d)1

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Q.4 Choose Two correct answers from the given options.

- 1. Every voucher maintained its debit and credit record.
 - a) debit
 - b) in
 - c) out
 - d) credit
 - e) open
- 2. Valid types of vouchers are <u>contra</u> and <u>sales</u>
 - a) contra
 - b) sales
 - c) income
 - d) expenditure
 - e) liability
- 3. Insurance and Rent are ledger accounts can be created under Group Indirect Expenses.
 - a) Insurance
 - b) Sale
 - c) Rent
 - d) Bank Loan
 - e) Octroi

- 4. Codes given to Goods and Servies under GST are HSN and SAC.
 - a) HSN
 - b) HSC
 - c) SSC
 - d) SAC
 - e) HNS

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4

E-Commerce and E-Governance

Exercise

Q.1 Fill in the blanks.

- 1. E-Commerce's scope is Global
- 2. Search and Negotiate are the part of Pre-Sales... phase of trade cycle.
- 3. The....... phase consist of Order and Delivery.
- 5. EDI is electronic exchange of information.
- 6. The G.C. type of e-governance refers to the government services which enable citizens to get access to wide variety of public services.
- 7. The e-governance which provides safe and secure inter-relationship between domestic or foreign government is

Q.2 State True/False.

- 1. C2C type of E-commerce deals with Business and Customer, FALSE
- 2. The lack of a personal touch can be a disadvantage for many types of services and products in E-commerce, TRUE
- 3. Checking the balance of holiday is an example of G2C. FALSE
- 4. E-commerce provides more options to compare and select the cheaper and better options. TRUE
- 5. M-commerce can be used through desktop computer. FALSE

Q.3 Multiple Choice Question. (1 correct answer)

- 1. Invoice and payment are included inphase of trade cycle.
 - a) Presale
- b) execution
- c) settlement
- d) After sale
- 2. License renewal is an example of e-governance.
 - a) G2C
- b) G2B
- c) G2G
- d) G2E

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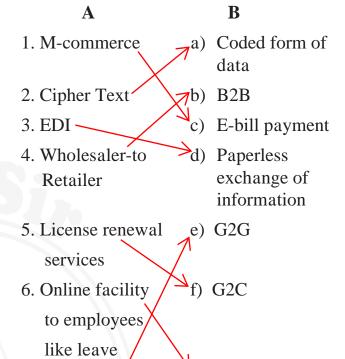
Q.4 Multiple Choice Question. (2 correct answer)

- 1. Encryption consist of two processes...encryption and decryption
 - a) encryption b) signature
 - c) decryption d) digitization
 - e) security
- 2. Social commerce is a subset of electronic commerce that involves social media like Facebook & Instagram
 - a) Facebook
- b) Instagram
- c) gmail
- d) hardware
- e) software

Q.5 Match the following.

7. Government

agencies share same database



g) G2E

Q.6 Answer in brief.

1. Explain phases of trade cycle.

A trade cycle is the series of exchanges, between a customer and supplier that take place when a commercial exchange is executed.

A general trade cycle consists of the following phases:

- 1. Pre-Sales: It consists of two steps like Search and Negotiates. Customer searches for a required website for products to be purchased. In Negotiate step customer find a supplier who offers a good quality product at a cheaper price and then the customer agrees to the terms forwarded by the supplier.
- 2.Execution: This phase consists of Order and Delivery. Customer sends an order for the selected product and after processing the order, customer receives delivery of the product.
- 3. Settlement: This phase consists of an Invoice (if any) and Payment. Invoice means customer will receive a bill for the purchased product an after confirmation of received product, customer will pay for the same.

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4. After-Sales: This phase consists of warranty and After-Sale Services. In the warranty period, customers will get all maintenance services for free or at minimum cost.

After-sale services mean customers will do complaints (if any) about the performance of product and get maintenance service from the supplier.

2. Explain M-Commerce.

M-commerce (Mobile Commerce):

- 1. M-commerce is buying and selling of goods and services through wireless devices such as smartphones and tablets.
- 2. M-commerce enables the user to access online shopping platforms without using desktop computers.
- 3. Applications of M-commerce are Mobile banking, E-bill payment, ticket booking, etc.

3. Describe process of encryption.

- 1. Encryption is widely used on the internet to protect user-information being sent between a browser and a server.
- 2. This includes passwords, payment information, and other personal information that should be considered private.
- 3. Encryption converts Plain text into Cipher text means non-readable form of data.
- 4. Decryption is the opposite of encryption i.e. it converts Cipher text into Plain text.
- 5. Encryption is of two types Symmetric and Asymmetric.

4. What is E-governance.

- 1. E-governance signifies the implementation of Information Technology in the Government processes.
- 2. The basic purpose of E-governance is to simplify processes for all, i.e. government, citizens, businesses, etc. at all levels.
- 3. E-governance delivers SMART
- (S-Simple, M-Moral, A-Accessible, R-Responsive, T-Transparent Government).

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5. List out advantages of E-commerce.

Advantages of E-commerce:

- 1. Global scope: E-commerce provides the sellers with a global reach.
- Now sellers and buyers can meet in the virtual world, without the barrier of place.
- 2. Electronic transaction: E-commerce reduces the paperwork and significantly lower the transaction cost.
- 3. Anytime shopping: The great advantage of E-commerce is the convenience. A customer can shop 24×7 .
- 4. No intermediaries: Electronic commerce also allows the customer and the business to be in touch directly, without any intermediaries.

6. Which are the different types of e-governance?

E-governance is of four types depending on the specific types of services:

- 1. Government to Citizen (G2C):
- (i) The Government to citizen refers to the government services which enable citizens to get access to a wide variety of public services.
- (ii) Most of the government services fall under G2C.
- (iii) A citizen can have access to the services anytime from anywhere.
- (iv) Services like license renewals and paying tax are essential in G2C.
- (v) It also focuses on geographic land barriers.
- 2.Government to Business (G2B):
- (i) G2B is the exchange of services between Government and Business organizations.
- (ii) G2B provides access to relevant forms needed to comply.
- (iii) The G2B consists of many services exchanged between business sectors and government.
- (iv) It aims at eliminating paperwork, cost and establishes transparency in the business environment while interacting with the government.
- 3. Government to Government (G2G):
- (i) The Government to Government refers to the interaction between different government departments, organizations, and agencies.
- (ii) In G2G government agencies can share the same database using online communication.
- (iii) The government departments can work together.
- (iv) G2G services can be at the local level or international level.
- (v) It provides a safe and secure inter relationship between domestic or foreign government.

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- 4. Government to Employee (G2E):
- (i) The Government to Employee is the internal part of G2G sector.
- (ii) G2E aims to bring employees together and improvise knowledge sharing.
- (iii) G2E provides online facilities to the employees like applying for leave, reviewing salary payment records, and checking the balance of the holiday.
- (iv)This sector provides human resource training and development.
- (v) Examples of successful implementation of E-governance are e-Mitra, e-Seva project, CET (Common Entrance Test).

7. State two examples of G2E services.

- 1. The Government to Employee is the internal part of G2G sector.
- 2. G2E aims to bring employees together and improvise knowledge sharing.
- 3. G2E provides online facilities to the employees like applying for leave reviewing salary payment records, and checking the balance of the holiday.
- 4. This sector provides human resource training and development. Examples of successful implementation of E-governance are e-Mitra, e-Seva project, CET (Common Entrance Test).

8. Write any four advantages of e-governance.

- 1. Improves delivery and efficiency of government services
- 2. Improved government interactions with business and industry
- 3. Citizen empowerment through access to information
- 4. More efficient government management
- 5. Less corruption in the administration
- 6. Increased transparency in administration
- 7. Greater convenience to citizens and businesses
- 8. Cost reductions and revenue growth
- 9. Increased legitimacy of government
- 10. Improved relations between the public authorities and civil society

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5

Database concepts using LibreOffice Base

Exercise

Q.1 Fill in the blanks.

- 1. Database is a collection of related data.
- 3. The representation of data in printed form is called as Report

Q.2 State True/False.

- 1. Form is used to collect the data from the user. True
- 2. Menu bar is present below Title bar. True
- 3. Columns are called as records. False

Q.3 Multiple Choice Question. (1 Correct Answer)

- 1. Rows in Base are called as
 - a) records

- b) fields
- c) table
- d) database
- 2. File extension of Base is
 - a) .odt
- b) .ods
- c) .odb
- d) .odp

Q.4 Match the following.

A

- a) Collect information from user.
- 2. Report

3. Form.

1. Query

b) Collection of related data.

B

- 4. Table
- c) Retrieve data from database.
- d) printed form of data.

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Q.5 Answer in brief.

1. Define database.

Database is a collection of related data items stored in an organized manner.

A Database consists of different objects like table, query, form, and report.

- 2. What is a query?
 - i. A query is a question asked withing the database environment.

For example how many students are in XII standard?

- ii. Query displays a subset of data contained in various tables of the database.
- iii. Query is used to retrieve records from the table.
- 3. Define report.
 - i. The presentation of information in an organized and readable format as per the user's requirement is know as the report.
 - ii. Various complex reeports can be generated that can helpp in taking decisions by the management.
 - iii. Report is the representation of data in printed form.
- 4. Explain working area of Base.
 - i. Rest of the part below the standard toolbar is called a working area.
 - ii. It is divided into panes left pane and right pane.
 - iii. Left pane displays name of database objects like tables, queries, forms and reports.
 - iv. Right ppane displays activities related to that particular objects.

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6

Enterprise Resource Planning (ERP)

Exercise

Q.1 Fill in the blanks.

- 1. "An Enterprise is a group of people and other resources working together for a common goal".
- 3. The ... Financial ... module can collect financial data from various functional departments and generate valuable financial reports.

Q.2 State True or False.

- 1. Planning helps to improve future performance of an organisation.

 True
- 2. MIS is implemented by a company to handle its contact with its customers False
- 3. To run an ERP system, trained and experienced employees are needed. **True**
- 4. Better decision from an enterprise will help them to go a step ahead of its competitors. **True**

Q.3 Match the following.

2. Information

Group 'A' Group 'B' 1. Trained Staff a) ERP Package

- integrity ERP Implementation
 3. Odoo CP ERP Technology
- 4. MIS d) Benefits of ERP

b) Problem in

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Q.4. Write short answers.

1. Give any four benefits of ERP system.

Some Benefits of the ERP system is as follows:

1. Improved resource utilization: An enterprise can plan and manage its resources effectively by installing ERP software.

So the wastage or loss of all types of resources can be reduced, and improved resource utilization can be ensured.

2. Better customer satisfaction: Customer satisfaction means meeting maximum customer requirements for a product or service.

Using an ERP system, a customer will get more attention and service from an enterprise without spending more money and time.

- 3. Increased flexibility: An ERP system allows organizations to be more flexible so that they can more easily adapt and capitalize on new business opportunities.
- 4. Decision making capability: Accurate and relevant information given to decision makers will help them to make better decisions for running a system more smoothly. Better decisions from an enterprise will help them to go a step ahead of their competitors.

2. List down different modules of ERP system.

i. Financial Module: This module is the core of many ERP software packages. It can collect financial data from various functional departments and generate valuable financial reports.

Financial reports include balance sheets, general ledger, trial balance, financial statements, etc. This module also includes financial accounting, investment management, enterprise controlling and treasury.

ii. Manufacturing Module: Manufacturing module contains necessary business rules to manage the entire production process.

This module of ERP enables an enterprise to combine technology and business processes to get integrated solutions.

iii. Production Planning Module: This module is used for optimising the utilisation of available resources and helps the organisation to plan their production. This module identifies the materials required, allocates optimal resources using data and sales forecasting with the sales data.

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- iv. HR Module: HR stands for Human Resource. HR module maintains an updated and complete employee database including personal information, salary details, attendance, performance, promotion, etc of all employees in an enterprise.
- v. Inventory Control Module: This module covers the processes of maintaining the appropriate level of stock in the warehouse. It is responsible for identifying the inventory requirements and setting the target of the stock items required.
- vi. Purchasing Module: Purchase Module helps for generating purchase orders by evaluating the supplier, and billing. It is closely connected with the inventory, finance and production planning module.
- vii. Marketing Module: Marketing module is used for monitoring and tracking customer orders, increasing customer satisfaction and eliminating credit risks.
- viii. Sales and Distribution Module: This module helps for tracking enquiries, order placement, order scheduling, dispatching and invoicing.

 This module is closely integrated with the e-commerce website of the organization.
- ix. Quality Management Module: This module is used for managing the quality of the product. The quality management module fulfills the following functions-Quality planning, Quality inspection and Quality control.

3. Describe any 2 problem areas in ERP implementation.

- i. High cost: The cost of ERP software configuration and implementation is very high. The high price of the package, associated license fees, and other charges are the main problems of ERP installation.
- ii. Requirement of additional trained staff: To run an ERP system, trained and experienced employees are to be appointed in the enterprise.
- The correct selection of an ERP package alone cannot guarantee the success of an enterprise. In addition, the contribution of skilled and trained persons in using ERP systems is very important.