

Registration No:

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Total Number of Pages: 02

Course: IMBA  
Sub Code: 16IMN802D

8<sup>th</sup> Semester Regular/Back Examination: 2022-23  
SUBJECT: Pricing and Revenue Management  
BRANCH(S): IMBA  
Time: 3 Hour  
Max Marks: 100  
Q. Code: M035

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

**Part-I**

- Q1** Answer the following questions: (2 x 10)
- What do you mean by mark-up pricing?
  - Why companies price their products with odd figures like Rs 99, Rs 149 and Rs 399?
  - What do you understand by price-demand relationship for a product?
  - How the value added pricing is charged? Give an example.
  - Write briefly about Skimming price.
  - What do you mean by perfect competition?
  - What is the advantage of bundle pricing to both seller and buyer?
  - How economies of scale are important in pricing?
  - Why psychological pricing is fixed by some company?
  - Why discounts and allowances are given instead of reducing the price?

**Part-II**

- Q2** Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)
- Explain the relationship among price, average revenue and marginal revenue in a situation with perfectly elastic demand.
  - Explain dynamic pricing concept with suitable examples.
  - It is always useful for a seller to lower the price in order to increase sales volume. Justify this statement.
  - A monopoly firm would either earn normal profit, or super normal profit, but would not incur loss in a long run. Analyze the statement aligning your views.
  - Given, variable cost of a product per unit = Rs. 10, Fixed cost = Rs. 400000, expected unit sales = 40000. Compute the sales price with mark-up profit of 20%.
  - Formulate Marginal Revenue and justify the following statement under perfect competition.  
 $AR = MR = P$
  - Explain the variable pricing in service sector taking example of booking rooms in hotels having demand throughout the year.
  - Price elasticity of demand is an indicator for sensitivity of demand to changes in price. Explain the statement with the help of appropriate graph.
  - Explain the relationship between bid price and opportunity cost.

- j) Why would a marketer of innovative high-tech products choose Market-Skimming Pricing rather than market Penetration Pricing when launching a new product?
- k) Scale of operation plays a pivotal role in between revenue and price. Justify.
- l) Explain dynamic pricing concept with a suitable example.

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

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|-----------|--|-------------|
| <b>Q3</b> | Analyze critically the features of perfect competitive situation and submit views for maximizing revenue.  | <b>(16)</b> |
| <b>Q4</b> | Discuss the steps involved in setting the price and explain the factors to consider when setting the prices.   | <b>(16)</b> |
| <b>Q5</b> | Draw and evaluate the Break-even point concept and justify its importance in guiding sellers to generate profit as well as revenue.  | <b>(16)</b> |
| <b>Q6</b> | Discuss the Pricing and Revenue Management Practices applied to Airlines and compare the effectiveness of dynamic pricing method over fixed pricing method in aviation sector. | <b>(16)</b> |



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Course: IMBA  
Sub\_Code: 16IMN803D

8<sup>th</sup> Semester Regular/Back Examination: 2022-23

SUBJECT: Operations Strategy

BRANCH(S): IMBA

Time : 3 Hour

Max Marks : 100

Q.Code : M027

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

- Q1 Answer the following questions: (2 x 10)**
- How operations strategy is important for businesses?
  - Give two key factors that operations strategy considers in decision-making.
  - Define capacity in operations strategy context.
  - How can operations performance 'make or break' an organization?
  - Differentiate between creativity and innovation.
  - What is "offshoring" in global operations strategy?
  - What do you mean by modular design?
  - How does location strategy impact a company's operations?
  - What are the key components of an effective supply network strategy?
  - What are the key elements of an effective social sustainability strategy?

**Part-II**

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**
- What is operations strategy and how is it different from operations management?
  - How does operations strategy align with an organization's overall business strategy?
  - Discuss the VRIO framework in operations strategy.
  - What is the "process" of operations strategy?
  - How can operations strategy adapt to changing market conditions and customer demands?
  - Are trade-offs between the operations performance objectives inevitable or they can be overcome?
  - How does operations strategy address issues of quality and efficiency in production processes?
  - Give some advantages and disadvantages of focused operations.
  - How does the Six Sigma fits into operations strategy?
  - Discuss the issues that are important when changing capacity levels.

- k) Explain the fourth party logistics (4PL).  
l) How the suppliers can be managed over time?

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** Discuss the five generic performance objectives in operations strategy in details. (16)
- Q4** Discuss the market requirements perspective on product and service development. (16)
- Q5** Discuss the process technology strategy in details. (16)
- Q6** What does supply network strategy demand? Explore the elements that shape the dynamics of network relationships. (16)

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Total Number of Pages: 02

Course: IMBA  
Sub Code: 16IMN801D

8<sup>TH</sup> Semester Regular/ Back Examination: 2022-23  
SUB: SUPPLY CHAIN MANAGEMENT AND LOGISTICS  
BRANCH: IMBA  
MAX MARKS: 100  
TIME: 3 HOURS  
Q CODE: M013

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part- I**

**Q1 Only Short Answer Type Questions (Answer All-10) (02x10)**

- What do you mean by supply relationship Management?
- What do you mean by 3PL?
- What are the components of SCM?
- What are the benefits of Supply chain Management?
- Write any two factors for network design.
- Explain the concept of web based supply chain.
- What is supply chain strategy?
- What is the basic difference between SCM and logistic Management?
- What do you mean by Stock potting?
- What are the phases involved in the supply chain?

**Part- II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (06x08)**

- Explain qualitative methods of demand forecasting.
- What do you mean by bullwhip effect? Explain its uses.
- How CRM is used in Supply chain Management?
- Describe the various functions and features of a warehousing.
- Discuss the role of f transportation in Supply chain Management. Explain.
- Explain briefly drivers of supply chain performance.
- Briefly explain vehicle routing method.
- Differentiate with importance and features of in sourcing and out sourcing.
- Briefly explain various criteria for evaluation of vendor's performance.
- Briefly explain the significance of Hub and Spoke model.
- Write short notes on global sourcing.
- What is the role of IT in the supply chain of garment industry?



**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** (a) Discuss the role of warehouse in reverse logistics. (8)  
(b) Why Virtual Warehouse is important in supply chain activities? (8)
- Q4** Discuss detail about the role, factors influencing with respect to facility location and capacity location for an pharmaceutical supply chain. (16)
- Q5** Movement and storage are the two basic functions of warehousing. Discuss with examples the emphasis placed on these two basic functions in logistics. (16)
- Q6** Explain the effect of lack of coordination on the supply chain performance. (16)