



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR**

Semester : 8TH IMBA

Batch : 2020-25

Subject: Supply Chain Management & Logistics

Subject Code : 16IMN801D

Date : 09.04.2024

Class Test : II

Duration : 1 Hr.

Full Marks : 30

PART-A

1. Answer any four out of following questions. (4 x 2 = 8)
- a. What is meant by Pipeline Inventory? (CO1)
 - b. What are the benefits of Vendor consolidation? (CO1)
 - c. What is the objective behind Lot streaming? (CO1)
 - d. What is meant by Milk Run? (CO1)
 - e. What is the concept of Green Logistics? (CO1)

PART-B

2. Answer any two questions out of following (2 x 6= 12)
- a. Elaborate on the Warehousing functions with examples from industry. (CO2)
 - b. Explain the concept of 3PL (Third party logistics) and how it benefits the SCM process. (CO2)
 - c. Explain the benefits of Hub and Spoke model and give examples from specific industry or sector. (CO2)

PART-C

3. Answer any one out of following questions. (1 x 10= 10)
- a. What is meant by Containerization? Explain how it has revolutionized the Global Supply Chain & Logistics systems. (CO3)
 - b. Calculate the Vendor rating for following vendors supplying same items. Weightage assigned for Quality = 75%, for Price = 15% and for Delivery = 10%. (CO3)

Vendor's Data	Company X	Company Y
Quantity supplied	90	85
Quantity Accepted	85	85
Unit Price	Rs. 5	Rs. 5.2
Delivery Promised	4 weeks	4 weeks
Actual Delivery Time	4.5 weeks	4.2 weeks

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**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR**

**Semester : 8TH IMBA
Batch : 2020-25
Subject: Operations Strategy
Subject Code : 16IMN803D**

**Date : 10.04.2024
Class Test : II
Duration : 1 Hr.
Full Marks : 30**

PART-A

- 1. Answer any four out of following questions. (4 x 2 = 8)**
- a) What do you mean by Offshoring? CO1
 - b) Why Competitive Capabilities Play a very important role in operational strategy? CO2
 - c) What do you mean by Quality Strategy? CO1
 - d) What are the criteria for acceptability? CO1
 - e) Define traditional views of competitiveness. CO1

PART-B

- 2. Answer any two questions out of following (2 x 6= 12)**
- a) How does TQM fit into operations strategy? CO2
 - b) Write down the different elements of Six Sigma and explain DMAIC cycle. CO2
 - c) What is Technology Strategy? Explain with suitable examples. CO2

PART-C

- 3. Answer any one out of following questions. (1 x 10= 10)**
- a. Define vertical integration. Explain the classification of Vertical Integration. Explain the factors that influence the vertical integration of an organization. CO2
 - b. What do you mean by Facility Location? Explain why Facility strategy is important of any organization. What are the criteria for choosing best location for service industry, explain with suitable example. CO2

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**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 8TH IMBA

Batch : 2020-25

Subject: Pricing and Revenue Management

Subject Code : 16IMN802D

Date : 09.04.2024

Class Test : II

Duration : 1 Hr.

Full Marks : 30

PART-A

1. Answer any four out of following questions. (4 x 2 = 8)
- a. Write the full forms of GDS and IDS. C03
 - b. In oligopoly market, what decision/decisions a firm can and cannot take in its level? C02
 - c. Define price discrimination. List down different degrees of price discrimination. C02
 - d. What do you mean by Cartel and its probable impact on market? C02
 - e. Write 2 challenges related to network control. C03

PART-B

2. Answer any two questions out of following (2 x 6 = 12)
- a. Discuss how Break even approach helps in setting the price. You can draw the breakeven chart and discuss. C01
 - b. What are the features of oligopoly market? Give examples. C02
 - c. What do you mean by ODF (or ODIF)? Explain with diagram how length-of-stay in hotel and hub-and-spoke network in airlines make different ODFs. C03

PART-C

3. Answer any one out of following questions. (1 x 10 = 10)
- a. Suppose there are limited 200 seats for booking in an Airlines with fare classes 1 (full fare), 2 (discounted), and 3 (deep discount). The allotments for each class are 72, 80 and 48 respectively. Under the scheme of nested booking limit find out the booking limits of each class. How the protection levels for the classes are expressed with these booking limits? C03
 - b. Write short notes on different market structures by listing the features and citing examples: C02
 - i) Monopoly
 - ii) Perfect Competition
 - iii) Monopolistic Competition