

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: IMBA  
Sub\_Code: 16IMN801D

8<sup>th</sup> Semester Regular Examination: 2023-24  
SUBJECT: Supply Chain Management & Logistics  
BRANCH(S): IMBA  
Time: 3 Hour  
Max Marks: 100  
Q.Code: P036

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)**

- Explain different types of Logistic Management.
- What do you mean by perfect Order? Give an example.
- What is inbound logistics? Give an example.
- What do you mean by return logistics?
- What do you mean by Blue Whip Effect in SCM?
- Write two benefits of transportation Management.
- Write components of value chain.
- Why is out sourcing necessary for a firm?
- What is the purpose of risk pooling?
- Why are RFID tags used in warehousing?

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**

- Explain functions of Logistic Management.
- Explain components of physical distribution.
- Explain principles of Supply chain management.
- Describe the various types of a warehousing.
- Explain the role of manager in SCM.
- Explain the five dimensions of SCM.
- Briefly explain vehicle routing method.
- Define 3PL. What are the types of 3PL service providers?
- Briefly explain various criteria for evaluation of vendor's performance.
- Discuss various global logistic Networks.
- What are the internal challenges of Supply chain Management?
- Discuss how Information Technology plays a crucial role in an effective and value added SCM practicing firm.

**Part-III**

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

- Q3** What are the different types of transportation network design option available in logistics Network Analysis? Explain. (16)
- Q4** Write the factors which are affecting optimal supplier or vendor selection process. (16)
- Q5** Discuss the steps involved in developing a performance measurement and evaluation system. (16)
- Q6** Discuss the concept of global logistics and supply chain management in the context of today's global business environment. (16)

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

IMBA  
16IMN802D

8<sup>th</sup> Semester Regular / Back Examination: 2023-24

PRICING AND REVENUE MANAGEMENT

BRANCH(S): IMBA

Time: 3 Hour

Max Marks: 100

Q.Code: P044

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)

- Why the products are bundled and priced together?
- What is meant by perfect competition?
- When and why would a company consider cutting its price?
- What do you mean by Cartel and its probable impact on market?
- How economies of scale are important in pricing?
- Which type of firm can sell all its output without lowering the price?
- How the bid price is determined?
- How the value-added pricing is charged? Give an example.
- Why psychological pricing is fixed by some company?
- Write briefly about Skimming price?

Part-II

Q2 Only Focused-Short Answer Type Questions - (Answer Any Eight out of Twelve) (6 x 8)

- Formulate Marginal Revenue and justify the following statement under perfect competition.  
 $AR = MR = P$
- Given, variable cost per unit Rs.10, fixed cost = Rs. 3,00,000/-, Expected unit sales = 50,000. The manufacturer wants to earn 20% mark up on sales. Calculate the Mark up price.
- Discuss any two price adjustment strategies. Companies usually adopt to reward their customers.
- Explain the concept of using simulation method for price-revenue trade off in dynamic pricing model.
- Discuss dynamic pricing concept with a suitable example.
- Why would a marketer of innovative high-tech products choose Market-Skimming Pricing rather than market Penetration Pricing when launching a new product?
- Why would a perfectly competitive firm earn only normal profit in the long run? Explain with examples.
- It is always useful for a seller to lower the price in order to increase sales volume. Justify this statement.



- i) Discuss the concept of experience curve. How experience of production over a period of time helps the Firm financially?
- j) How is revenue management undertaken in case of airlines? Explain.
- k) Price elasticity of demand is an indicator for sensitivity of demand to changes in price. Discuss the statement with the help of appropriate graph.
- l) A monopoly firm would either earn normal profit, or super normal profit, but would not incur loss in a long run. Analyse the statement aligning your views.

### Part-III

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

- |           |  |             |
|-----------|--|-------------|
| <b>Q3</b> | Explain 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> |
| <b>Q4</b> | Explain how Break even approach help in setting the price. Draw the Break even chart and discuss.  | <b>(16)</b> |
| <b>Q5</b> | Describe the ' <i>Price and Capacity (output)</i> ' decision making process in oligopoly and monopolistic market.  | <b>(16)</b> |
| <b>Q6</b> | Explain the steps involved in setting the price and discuss the factors to consider when setting the prices.   | <b>(16)</b> |

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: IMBA  
Sub\_Code: 16IMN803D

8<sup>th</sup> Semester Regular Examination: 2023-24

SUBJECT: Operations Strategy

BRANCH(S): IMBA

Time: 3 Hour

Max Marks: 100

Q.Code: P049

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 is strategy?
- Give the importance of operations.
- What are the key decision areas of operations strategy?
- Give two advantages of focused operations.
- What do you mean by vertical integration?
- What are the advantages of outsourcing?
- Give one example of how the process technology can improve product/service specifications.
- What do you mean by sustainable alignment?
- What do you mean by supplier power?
- What do you mean by socially sustainable strategy?

Part-II

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

(6 x 8)

- Explain briefly the operations strategy matrix.
- Discuss the way company can use "variety" to focus their operations.
- Discuss the order winning competitive factors.
- Discuss the three important factors influencing the location choice.
- Discuss the way market volume and variety influence process technology.
- How do you decide the timing of capacity change?
- Discuss the strategic risks involved in outsourcing
- What is strategic importance of product/service development?
- Discuss the environmental sustainability strategy.
- Discuss the static or defensive approaches to sustainability.
- Discuss the way you can involve customers in product/service development.
- Discuss the breakthrough or innovation based improvement.

**Part-III**

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

- Q3** What do you mean by operations performance? Discuss the five generic performance objectives. **(16)**
- Q4** What do you mean by capacity strategy? Discuss the important issues that should be considered while changing the capacity. **(16)**
- Q5** Discuss in details total quality management and the way it fits into operations strategy. **(16)**
- Q6** What do you mean by supply network strategy? Discuss the qualitative supply chain dynamics in details. **(16)**