



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

Semester : 3rd MBA

Batch : 2023-25

Subject : Pricing and Revenue Management

Subject Code : 18MBA302D

Date : 13.11.2024

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 GDS stands for and where and how it is used. [CO3]
- b) What do you mean by bid price control? [CO2]
- c) Define price discrimination. List down different degrees of price discrimination. [CO2]
- d) What is Monopolistic competition? [CO2]
- e) Write two benefits and challenges related to network control. [CO3]

PART-B

2. Answer any two questions out of following (2 x 6= 12)

- a) 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. [CO1]
- b) Explain in detail multi product and multi-source pricing? Give examples. [CO2]
- c) How simulation is used in understanding and controlling networks? Explain the uses of simulation models. [CO3]

PART-C

3. Answer any one out of following questions. (1 x 10= 10)

- a) Suppose there are limited 180 seats for booking in an Airlines with fare classes 1 (full fare), 2 (discounted), and 3 (deep discount). The allotments for each class are 44, 64 and 72 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? [CO3]
- b. Write short notes on: [CO4]
 - i) Revenue Opportunity Assessment
 - ii) Revenue Benefit Measurement



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 3rd MBA

Batch : 2023-25

Subject : Supply Chain Management & Logistics

Subject Code : 18MBA301D

Date : 12.11.2024

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? [CO 1]
- b) What are the benefits/outcome of (VMI) Vendor Managed Inventory? [CO 1]
- c) What are the benefits of Cross Docking? [CO 1]
- d) What is the objective behind Lot streaming? [CO 2]
- e) What is importance of Green Logistics? [CO 2]

PART-B

2. Answer any two questions out of following (2 x 6= 12)

- a) Explain the factors affecting Distribution management in SCM? Substantiate with examples. [CO 2]
- b) Explain the concept of 3PL (Third party logistics) and how it benefits the SCM process? [CO3]
- c) Explain the benefits of Hub and Spoke model and give examples from specific industry or sector. [CO 2]

PART-C

3. Answer any one out of following questions. (1 x 10= 10)

- a) Elaborate on the types and major functions of Warehousing? Furnish industry examples. [CO 2]

b) Calculate the Vendor Rating for the following (item supplied is the same). [CO2]

Vendor Data	A	B
Quantity Supplied	180	160
Quantity Accepted	156	156
Price of Each Item	Rs. 5	Rs. 5.2
Promised Delivery Time	6 weeks	6 weeks
Actual Time Taken	7 weeks	6.2 weeks

Weightage for Quality 70%, for Price 20% and for Delivery 10%.



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

Semester : 3rd MBA
Batch : 2023-25
Subject : Sales and Operation Planning
Subject Code : 18MBA304D

Date : 14.11.2024
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 capacity cushion? [CO3]
 - b) Describe seasonal influence in demand forecast. [CO3]
 - c) Explain Theory of constraint? [CO3]
 - d) What is mean flow time in scheduling? [CO3]
 - e) What is dispatching? [CO4]

PART-B

2. Answer any two questions out of following (2 x 6 = 12)
- a) A job shop is having the following jobs on schedule [CO4]

Job	Processing Time(hours)	Due Date
1	8	10
2	6	12
3	15	20
4	3	18
5	12	22

Find the

- i) Optimal sequence by using EDD rule
 - ii) Total completion time
 - iii) Mean flow time
 - iv) Average lateness.
- b) What is the difference between forward scheduling and backward scheduling?
Explain it. [CO4]
- c) What is MRP? What are the input and output of MRP? Explain [CO4]

PART-C

3. Answer any one out of following questions. (1 x 10 = 10)
- a) What is aggregate planning? What are the need, purpose and techniques for aggregate planning? [CO3]
 - b) Discuss in detail the role of ERP in operations planning and control. [CO4]

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**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Subject Code : 18MBA302A

Full Marks : 30

PART-A

- 1. Answer any four out of following questions. (4 x 2 = 8)**
- a) Define a customer-oriented marketing channel. [CO2]
 - b) What is the difference between a sales channel and an intermediary? [CO2]
 - c) Explain the concept of channel conflict. [CO2]
 - d) What is meant by "Omni Channel" in distribution management? [CO2]
 - e) Describe the role of supply chain management in online marketing. [CO4]

PART-B

- 2. Answer any two questions out of following (2 x 6 = 12)**
- a) Discuss the advantages and disadvantages of using intermediaries in a distribution channel. [CO2]
 - b) Explain the importance of managing channel member behavior in distribution management. [CO2]
 - c) Describe the factors that influence the depth and width of distribution. [CO2]

PART-C

- 3. Answer any one out of following questions. (1 x 10 = 10)**
- a) Analyse the impact of supply chain management on online retailing. Discuss with examples how effective logistics management can enhance online retail operations. [CO4]
 - b) Explain Vertical Marketing Systems (VMS) and Horizontal Marketing Systems (HMS). Discuss their advantages and disadvantages with examples. [CO2]

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