

Registration No.:

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Total Number of Pages: 02

Course: MBA

Sub\_Code: 18MBA301D

3<sup>rd</sup> Semester Regular/Back Examination: 2024-25

Sub: Supply Chain Management and Logistics

BRANCH(S): MBA, FM&HRM, BA, FM, GM, HRMIB, MM

Time: 3 Hours

Max Marks: 100

Q.Code: R084

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 are the types of Reverse Logistics Flows?
- Differentiate between centralized and decentralized supply chain.
- Explain the supply chain management value chain system.
- What is inbound logistics?
- What is supply chain security?
- What is warehouse management system?
- Write two disadvantages of Vendor management Inventory.
- What do you mean by Psychic stock?
- How does 4PL differs from 3PL?
- Write the benefits of warehouses.

**Part-II**

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

- What are the various drivers of SCM?
- Diagrammatically show the various flows in supply chain.
- Discuss various causes of Bullwhip effect.
- Why most of the manufacturing companies have adopted outsourcing as source of supply chain?
- Discuss the various factors impacting road transport cost?
- Discuss the role of CRM initiatives to support SCM system for a company with example.
- Write a note on various criteria for evaluation of vendor's performance.
- What is cross docking method? Discuss the situations suited for application of cross docking.
- Why Vendor management is essential? Explain.
- Write short notes on the factors affecting strategic fit.
- Write advantages and disadvantages of Containerization.
- "IT plays a critical role for supply chain management". Do you agree with this statement? If yes, why? Highlight the concepts to support your answer.

**Part-III**

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

**(16x2)**

- Q3** (a) Explain the significance of Effective Supply chain Management. **(8)**  
(b) Write short notes on challenges of Supply chain Management. **(8)**
- Q4** Describe the SCOR model for the performance measurement of a supply chain. **(16)**
- Q5** What are the factors influencing Network design decision.? Explain. **(16)**
- Q6** (a) Briefly Explain impact of Forecasts on Supply chain management. **(8)**  
(b) How to select appropriate forecasting techniques in Supply chain management? **(8)**

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Course: MBA  
Sub Code: 18MBA302D

3<sup>rd</sup> Semester Regular/Back Examination: 2024-2025  
SUBJECT: Pricing and Revenue Management  
BRANCH: MBA, FM & HRM, BA, FM, GM, HRM, IB, MM  
Time: 3 Hours  
Max Marks: 100  
Q.Code: R186

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 mark-up pricing and state its advantage to the company?
  - What is the difference between revenue and price?
  - How do you see price-demand relationship for any product?
  - Write two methods by which a company can increase its revenue?
  - Why discounts and allowances are preferred by the seller instead of reducing the price?
  - Write briefly about price skimming.
  - What do you mean by dynamic pricing strategy? Give an example.
  - Why companies bundle their products and price them together?
  - What do you mean by 'economies of scale'?
  - Name any one software which is being used in revenue management in hotel industries.

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.
  - Scale of operation plays a pivotal role in between revenue and price. Justify this statement.
  - A perfectly competitive firm earn only normal profits in the long run. Explain the cause with example.
  - Explain the measures to be taken in managing revenues in case of multi-product and multi-source pricing.
  - Given, variable cost of a product per unit = Rs. 100, Fixed cost = Rs. 4,00,000, expected unit sales = 4000. Compute the sales price with mark-up profit of 20 %.
  - Explain briefly about two alternative strategies of a monopoly seller.



- g) Explain the mechanism for charging variable pricing in service sector taking example of booking rooms in hotels having demand throughout the year.
- h) Explain the relationship between bid price and the opportunity cost.
- i) Explain the concept of experience curve. How experience of production over a period of time helps the firm financially?
- j) Explain any two price adjustment strategies preferred by sellers to reward the consumers.
- k) Scale of operation plays a pivotal role in between revenue and price. Justify.
- l) Explain various objectives of revenue management.

### Part-III

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

- |           |   |             |
|-----------|---|-------------|
| <b>Q3</b> | Revenue management can be controlled through three ways like; capacity management, discount allocation, and duration control. Analyse this statement.       | <b>(16)</b> |
| <b>Q4</b> | Analyse various steps of pricing process giving suitable recommendation to increase profit through more revenue generation.                                 | <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 in service sector.       | <b>(16)</b> |
| <b>Q6</b> | Describe the revenue management practices by Airlines and compare the effectiveness of dynamic pricing method over fixed pricing method in aviation sector. | <b>(16)</b> |

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Course: MBA  
Sub\_Code: 18MBA303D

3<sup>rd</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Operations Strategy

BRANCH(S): MBA, FM&HRM, BA, FM, GM, HRM, IB, MM

Time: 3 Hours

Max Marks: 100

Q.Code: R273

Answer Question No.1 (Part-I) 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)**

- Define Operations Strategy.
- Give an example of quality as a performance objective.
- Give two examples of decision area for "Capacity" for a hotel chain.
- Give two advantages of focused operations.
- What do you mean by capacity strategy.
- Give two points in favor of using the traditional market relationships with suppliers.
- Give an example of process technology provides something better or different which customer values.
- How can you manage your suppliers over time?
- What do you mean by modular design?
- What is "offshoring" in global operations strategy?

**Part-II**

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

**(6 x 8)**

- Give an overview of content of operations strategy.
- Explain how do the requirements of market influence operations strategy.
- Explain the order winning and qualifying competitive factors.
- Discuss the factors influencing the timing of capacity change.
- Discuss some advantages and disadvantages of outsourcing.
- Explain any two elements of partnership relationships in details.
- How do the market volume and variety influence process technology?
- Differentiate between the breakthrough and continuous improvement.
- Discuss the way supplier can be involved in product/service development process.
- Explain the way the concept of Total Quality Management (TQM) fits into operations strategy.
- What do you mean by supply chain instability?
- Discuss the static or defensive approaches to sustainability.

**Part-III**

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

- Q3** What do you mean by operations performance objectives? Discuss in details the internal and external effects of the performance objectives. (16)
- Q4** What is supply network strategy? Explain in details the elements of partnership relationship. (16)
- Q5** What do you mean by performance measurement? Discuss the factors that can be included as performance targets. (16)
- Q6** What do you mean by sustainable alignment? Explain the dynamic or offensive approaches to sustainability. (16)



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Total Number of Pages: 02

Course: IMBA  
Sub\_Code: 18MBA304D

3<sup>rd</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Sales and Operation Planning

BRANCH(S): MBA, FM&HRM, BA, FM, GM, HRM, IB, MM

Time: 3 Hours

Max Marks: 100

Q.Code: R353

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)

- Give two benefits of operations planning and control.
- Give four objectives of operations control.
- What is the need for demand forecasting?
- What is forecasting error?
- What do you mean by 'loading' in scheduling activities?
- Give an expression for capacity utilization rate.
- What do you mean by design capacity?
- How do you interpret the critical ratio (CR) value?
- What is the purpose of scheduling?
- Give two advantages of ERP implementation in an organization.

**Part-II**

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

- Discuss the need for operations planning and control.
- Draw a difference between the operations planning and operations control.
- What are the objectives of demand forecasting?
- Explain the Delphi method for demand forecasting.
- Discuss the need for capacity planning.
- Discuss the objectives of materials requirement planning (MRP).
- Explain the top-down aggregate planning.
- Write a note on master production scheduling (MPS).
- Draw a difference between the forward scheduling and backward scheduling.
- What do you mean by labor-intensive operation?

- k) For the following data, calculate the mean flow time and average tardiness using (i) FCFS and (ii) EDD method

Job	1	2	3	4	5
Time	6	2	3	4	5
Due	9	6	18	11	8

- l) Write a note on Theory of Constraints (TOC).

### Part-III

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

- Q3** Discuss the factors influencing the operations planning. Draw a comparison between the operations planning and control activities in manufacturing and service Organisation. (16)
- Q4** Discuss the importance of capacity planning. What are the various reasons for the failure of capacity planning. (16)
- Q5** What do you mean by aggregate planning? Discuss in details the various aggregate planning strategies. (16)
- Q6** Discuss the role of ERP in operations planning and control. (16)