



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR

Semester : 3RD MBA

Batch : 2023-25

Subject : Supply Chain Management & Logistics

Subject Code : 18MBA301D

Date : 27.08.2024

Class Test : I

Duration : 1 Hr.

Full Marks : 30

PART-A

1. Answer any four out of following questions. (4 x 2 = 8)
- a) What is Supply Chain Management? (CO1)
 - b) Are SCM and Logistics same, similar or different? (CO2)
 - c) What are the prominent Entities in Supply Chain Management? (CO1)
 - d) State the impact of SCM on Sales and Profit. (CO3)
 - e) What are the disadvantages of Centralized Supply Chains? (CO3)

PART-B

2. Answer any two questions out of following (2 x 6 = 12)
- a) Explain SCM Process in proper sequence and stages with relevant examples. (CO2)
 - b) Explain the Value Chain concept approach in SCM & L, in the integrated end-to-end business eco-system? (CO3)
 - c) How and why is CRM important in Supply Chain Management (its role and benefits)? (CO3)

PART-C

3. Answer any one out of following questions. (1 x 10 = 10)
- a) Explain and elaborate on the importance of Demand Forecasting. (CO3)
 - b) A Drone dealer forecasted the October demand for 295 units. Actual October sale was 315 units and the forecast error smoothing constant $\alpha = 0.2$. Forecast the next month demand using the exponential smoothing model. (CO3)
4. Refer to the Case "CEAT – Redesigning the Supply Chain System" circulated in the group.
- a) What were the major initiatives taken by CEAT to overcome the problems? (CO3)
 - b) Elaborate on how different market segments were served differently. (CO3)

Contd.../2 (Case Study)



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR

Semester : 3RD MBA
Batch : 2023-25
Subject : Pricing and Revenue Management
Subject Code : 18MBA302D

Date : 28.08.2024
Class Test : I
Duration : 1 Hr.
Full Marks : 30

PART-A

1. Answer any four out of following questions. (4 x 2 = 8)
- a) Write four industries where Revenue Management is applied effectively. CO4
 - b) Why discounts and allowances are given instead of reducing the price? CO1
 - c) In perfect competition what decision/decisions a firm can and cannot take in its level? CO2
 - d) What options a company generally have for increasing the revenue? CO1
 - e) What are the advantages of bundle pricing to both seller and buyer? CO1

PART-B

2. Answer any two questions out of following (2 x 6 = 12)
- a) Elaborate 5 criteria which are applicable and required for application of RM. CO4
 - b) Differentiate between Price based and Quantity based RM with example. CO1
 - c) 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%. CO2

PART-C

3. Answer any one out of following questions. (1 x 10 = 10)
- a) The total cost function (monthly) of a perfectly competitive firm is given by:
$$TC = 7500 + 150Q + 3Q^2$$

Determine the price of the product, if the industry is in long run equilibrium. CO2
 - b) Summarize various steps of pricing process giving suitable recommendation to increase profit through more revenue generation. CO1

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BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 3RD MBA
Batch : 2023-25
Subject : Operation Strategy
Subject Code : 18MBA303D

Date : 27.08.2024
Class Test : I
Duration : 1 Hr.
Full Marks : 30

PART-A

1. Answer any four out of following questions. (4 x 2 = 8)
- a. Briefly explain the operation strategy competitiveness with suitable example. CO1
 - b. Explain operation strategy frame work. CO1
 - c. How to implement process of operation strategy? CO1
 - d. How measure operation performance of manufacturing company? CO1
 - e. Main content of the Operation strategy is reconciliation between Market requirement and Operations Resources - Explain CO1

PART-B

2. Answer any two questions out of following (2 x 6 = 12)
- a. What do you mean by operations performance objectives? Explain in details. CO1
 - b. Difference between value chain and supply chain management. CO1
 - c. What is value chain? Explain the objectives of value chain in operation strategy. CO1

PART-C

3. Answer any one out of following questions. (1 x 10 = 10)
- a. What is sustainable alignment? Discuss the Prof. Terry Hill's framework for operations strategy formulation. CO1
 - b. What are Zara's decisions in facilities, capacity, vertical integration, HR, product generation process and production planning? CO1

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BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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Semester : 3RD MBA
Batch : 2023-25
Subject : Sales and Operation Planning
Subject Code : 18MBA304D

Date : 27.08.2024
Class Test : I
Duration : 1 Hr.
Full Marks : 30

PART-A

1. Answer any four out of following questions. (4 x 2 = 8)
- Define sales and operation planning? CO1
 - Distinguish sales and marketing? CO1
 - What are the measures of forecasting error? CO1
 - Name four distinctive characteristics of service operations. CO1
 - What is Delphi method? CO1

PART-B

2. Answer any two questions out of following (2 x 6 = 12)
- What are the different steps involved in sales and operation planning process. CO1
 - Explain step by step practices for the S&OP process. CO1
 - The past data of load on lathe machine is shown below. CO2

Month	Demand
May	
June	585
July	610
Aug	675
Sep	750
Oct	860
Nov	970

Compute a weighted three months moving average for December where the weights are 0.5 for latest month, 0.3 and 0.2 for the months respectively. Calculate the MAD and MAPE.

PART-C

3. Answer any one out of following questions. (1 x 10 = 10)
- Calculate the forecast for the week 8 using Exponential Smoothing method? The exponential smoothing constant $\alpha=0.2$. CO2

Week	Sales
1	39
2	44
3	40
4	45
5	38
6	43
7	39

- Discuss various qualitative and quantitative methods of forecasting. What are the main advantages that quantitative techniques of forecasting have over qualitative techniques? CO1