



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

Semester : 8th Sem. IMBA

Batch : 2021-26

Subject : Supply Chain Management & Logistics

Subject Code : 16IMN802D

Date : 04.03.2025

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section- A

1. **Answer any four out of following questions.** [4 x 2 = 8]
a) What is the Value Chain concept in Supply Chain management? [CO1]
b) What are the five major Supply Chain Drivers? [CO1]
c) What is Delphi technique in demand forecasting? [CO1]
d) What are the methods used in forecasting? [CO1]
e) Define cycle view in supply chain management. [CO1]

Section-B

2. **Answer any two questions out of following** [2 x 6= 12]
a. How and why is the Information Technology a key component in Supply Chain management system? Furnish appropriate examples to explain. [CO2]
b. Compute a Three-period Weighted Moving Average forecast for period 6, given the following demand for Tata Buses in the last five periods, with an assigned weight of 0.5, 0.2 and 0.1 respectively. [CO2]

Period	Actual
1	60
2	70
3	80
4	65
5	90

- c. Explain the various issues and challenges in Supply Chain Management system with suitable examples. [CO3]

Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]
a. In your SIP project work, explain the various features of SCML you feel are relatable to the functioning of that organization. Give suitable examples to elaborate. [CO3]
b. 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

All the Best



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

Semester : 8th Sem. IMBA
Batch : 2021-26
Subject : Pricing and Revenue Management
Subject Code : 16IMN802D

Date : 03.03.2025
Class Test : I
Duration : 1 Hr.
Full Marks : 30

Section- A

1. Answer any four out of following questions. [4 x 2 = 8]
- a) Write four industries where RM is applied effectively. [CO4]
 - b) What is the difference between revenue and price? [CO1]
 - c) List down at least 4 benefits of dynamic pricing. [CO1]
 - d) What options a company generally have for increasing the revenue? [CO1]
 - e) State the difference of assumption between finite and infinite population in dynamic pricing models? [CO1]

Section-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%. [CO1]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a) Describe the revenue management practices by Airlines and compare the effectiveness of dynamic pricing method over fixed pricing method in aviation sector. [CO4]
 - b) Analyze various steps of pricing process giving suitable recommendation to increase profit through more revenue generation. [CO1]

All the Best



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

**Semester : 8th Sem. IMBA
Batch : 2021-26
Subject : Operation Strategy
Subject Code : 16IMN803D**

**Date : 05.03.2025
Class Test : I
Duration : 1 Hr.
Full Marks : 30**

Section- A

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

Section-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) What is value chain? Explain the objectives of value chain in operation strategy. [CO1]
 - c) Difference between value chain and supply chain management. [CO1]

Section-C

3. Answer any one out of following questions. [1 x 10 = 10]
- a) What are Zara's decisions in facilities, capacity, vertical integration, HR, product generation process, production planning, Supply chain and logistic? [CO2]
 - b) What are DS Group's (Pulse Candy) decisions in facilities, capacity, marketing, product design, process production and packaging planning to surpass 100CR revenue? [CO2]

All the Best