



Semester : 8th Sem. IMBA

Batch : 2020-25

Subject : Supply Chain Management & Logistics

Subject Code : 16IMN801D

Date : 26.04.2024

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section- A

1. Answer any four out of the following questions. (4 x 2 = 8)

- What is Bull Whip effect?
- What is Delphi technique in demand forecasting?
- What are the advantages of De-centralised SCM?
- What are the five major Supply Chain Drivers?
- What is the Value Chain concept in Supply Chain management?
- What is the role of CRM in SCM?

Section-B

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

- 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 1,2,3 respectively (3 for the most-recent period, 2 for the previous one and so on).

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

- How and why is the Information Technology a key component in Supply Chain management system? Explain with appropriate examples.
3. A Mobile handset dealer forecast October demand for 230 units. Actual October demand was 280 units and the forecast error smoothing constant $\alpha = 0.2$. Forecast the next period demand using the exponential smoothing model.

Section-C

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

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

All the Best



Semester : 8th Sem. IMBA
Batch : 2020-25
Subject : Pricing and Revenue Management
Subject Code : 16IMN802D

Date : 29.04.2024
Class Test : I
Duration : 1 Hr.
Full Marks : 30

Section- A

1. Answer any four out of the following questions. (4 x 2 = 8)
1. List down at least four benefits of dynamic pricing.
 2. Write four industries where RM is applied effectively.
 3. Why differential pricing method is adopted by airlines and hotel industries?
 4. State the difference of assumption between finite and infinite population in dynamic pricing models.
 5. What options a company generally have for increasing the revenue?

Section-B

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

Section-C

3. Answer any one out of the following questions. (1 x 10 = 10)
- a) Summarize various steps of pricing process giving, suitable recommendation to increase profit through more revenue generation
 - b) What do you mean by Revenue Management? Discuss its nature and scope of its application in different industries.

All the Best



Semester : 8th Sem. IMBA
Batch : 2020-25
Subject : Operation Strategy
Subject Code : 16IMN803D

Date : 02.03.2024
Class Test – I
Duration : 1 Hr.
Full Marks : 30

Section- A

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

Section-B

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

Section-C

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

All the Best