



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

Semester : 8th Sem. IMBA
Batch : 2021-26
Subject : Supply Chain Management & Logistics
Subject Code : 16IMN801D

Date : 16.04.2025
Class Test : II
Duration : 1 Hr.
Full Marks : 30

Section- A

1. Answer any four out of following questions. [4 x 2 = 8]
- a. What is Green Supply Chain management? [CO4]
 - b. Explain the concept of Cross docking. [CO2]
 - c. What do you mean by Milk run? [CO3]
 - d. Define SKU number? [CO3]
 - e. Explain 3PL? [CO1]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a. How CRM is used in Supply Chain Management? Explain. [CO1]
 - b. Explain briefly drivers of supply chain performance. [CO1]
 - c. Write short notes on global sourcing. [CO4]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a. i) Discuss the role of warehouse in reverse logistic. [CO4]
ii) Why virtual warehouse is important in supply chain activities? [CO2]
 - b. Write detailed notes on integrated IT solution for supply chain management. [CO3]

All the Best



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

**Date : 15.04.2025
Class Test : II
Duration : 1 Hr.
Full Marks : 30**

Section- A

1. Answer any four out of following questions. [4 x 2 = 8]
- a. Write the full forms of GDS and IDS. [CO3]
 - b. In oligopoly market, what decision/decisions a firm can and cannot take in its level? [CO2]
 - c. Define price discrimination. List down different degrees of price discrimination. [CO2]
 - d. Explain how is simulation a useful and necessary method in network assessment? [CO3]
 - e. Write 2 challenges related to network control. [CO3]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a. Imagine that you are going to a new Korean restaurant in Bhubaneswar city. Assess the revenue opportunities of the decision. Give your points. [CO4]
 - b. Explain the relationship between bid price and the opportunity cost. [CO3]
 - c. Explain the meaning of ODF (or ODIF)? Illustrate with diagram how length-of-stay in hotel and hub-and-spoke network in airlines make different ODFs. [CO3]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a. Suppose there are limited 150 seats for booking in an Airlines with fare classes 1 (full fare), 2 (discounted), and 3 (deep discount). The allotments for each class are 54, 60 and 36 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. Elaborate different market structures by listing the features and citing examples: [CO2]
 - i) Monopoly
 - ii) Oligopoly
 - iii) Monopolistic Competition

All the Best



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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**Semester : 8th Sem. IMBA
Batch : 2021-26
Subject : Operation Strategy
Subject Code : 16IMN803D**

**Date : 17.04.2025
Class Test : II
Duration : 1 Hr.
Full Marks : 30**

Section- A

1. **Answer any four out of following questions.** [4 x 2 = 8]
- a) What do you mean by outsourcing? [CO1]
 - b) Why Competitive Capabilities Plays a very important role in operational strategy? [CO2]
 - c) Define capacity Strategy with a suitable example. [CO2]
 - d) Explain by process technology decision? [CO2]
 - e) Define facility strategy with suitable example? [CO2]

Section-B

2. **Answer any two questions out of following** [2 x 6= 12]
- a) How does supply chain network fit into operations strategy? [CO2]
 - b) Write down the different elements of Service strategy and explain in details.[CO2]
 - c) What is Logistic system? Explain with suitable examples. [CO2]

Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]
- a. What do you mean by Facility Location, Explain why Facility strategy is important of any organization? What are the criteria for choosing best location for service industry, explain with suitable example. [CO3]
 - b. Define Quality strategy. Explain the sources of quality and measures of quality. And also explain the factors that influence implementation of quality strategy in an organization. [CO3]

All the Best