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Total Number of Pages: 01

Course: IMBA

Sub Code: 16IMN801D

8th Semester Regular Examination: 2024-25
SUBJECT: Supply Chain Management and Logistics

BRANCH: IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: S136

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 Only Short Answer Type Questions (Answer All)

(2 x 10)

- a) What do you mean by Bull whip Effect?
- b) Explain the term Containerization.
- c) What do you mean by Engineer to Order?
- d) What do you mean by reverse Logistics?
- e) What do you mean by Vendor Risk Portfolio?
- f) What do you mean by Green Supply chain Management?
- g) Explain the significance of vendor Managed Inventory.
- h) What do you mean by cross docking?
- i) What do you mean by Value Chain?
- j) What do you mean by Milk run distribution?

Part- II

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

(6 x 8)

- a) Explain importance of Supply chain Management.
- b) Explain Supply chain drivers and obstacles.
- c) What are the key issues in Supply chain Management?
- d) What are the strategic decisions in supply chain Management?
- e) Explain the role of Information technology in SCM.
- f) Diagrammatically show the various flows in supply chain.
- g) Differentiate between public and private warehouses.
- h) Discuss the various causes of Bullwhip effect.
- i) Why most of the manufacturing companies have adopted outsourcing as source of supply chain?
- j) Explain the role of CRM in SCM.
- k) Briefly explain Hub Spoke Model.
- l) Explain supply chain performance in Indian context.

Part-III

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

(16 x 2)

- Q3** Describe with justification various interfaces that SCM has with other functional areas for smooth functioning to achieve its objectives. **(16)**
- Q4** Discuss in detail vendor selection process with suitable example. **(16)**
- Q5** Discuss the position of transportation in SCM. **(16)**
- Q6 a)** Write notes on the effective forecasting process. **(8)**
b) Write short notes on Third Party Logistics. **(8)**

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Total Number of Pages: 02

Course: IMBA
Sub Code: 16IMN802C

8th Semester Regular Examination: 2024-25
SUBJECT: Pricing and Revenue Management
BRANCH(S): IMBA
Time: 3 Hour
Max Marks: 100
Q.Code: S211

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 do you mean by dynamic pricing? Give an example.
- What is psychological pricing and why companies apply this method?
- What do you understand by price-demand relationship for a product?
- What options a company generally have for increasing the revenue?
- Why discounts and allowances are given instead of reducing the price?
- Write briefly about skimming the price.
- When would a company consider cutting its price?
- What is the advantage of bundle pricing to both seller and buyer?
- Write the name of a software used for revenue management under dynamic pricing method?
- What do you mean by responsible pricing method?

Part-II

Q2

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

(6 x 8)

- Both buyers and competitors react in various ways when a company change its price of the product. Explain.
- A company sales 100 units of its product @ Rs. 10 per each where the cost price is Rs. 9.70 each. What will be the impact on total profit (in percentage) if the sale price is increased by 1% assuming the same volume of sale. Write your observation and reason if there is any difference in percentage increase in price rise and percentage increase in profit rise.
- A perfectly competitive firm earn only normal profits in the long run. Explain the cause with example.
- Street food venders sell homogenous product with little or no variation in product and consumer. Do you agree it as similar to perfect competition? Justify.
- Given, variable cost of a product per unit = Rs. 10, Fixed cost = Rs. 4,00,000/-, expected unit sales = 40000. Compute the sales price with mark-up profit of 20%.

- f) Explain briefly about two alternative strategies of a monopoly seller.
- g) Explain the variable pricing in service sector taking example of booking rooms in hotels having demand throughout the year.
- h) Explain the economic inefficiency in monopoly market situation.
- i) Explain the relationship between bid price and opportunity cost.
- j) Discuss the importance of group room sales in hotels for revenue management and how occupancy percentage and length of stay affect the revenue.
- k) Scale of operation plays a pivotal role in between revenue and price. Justify.
- l) Airline revenue management simulates between seat inventory and ticket pricing. Discuss this, stating important factors associated with it.

Part-III

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

(16 x 2)

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| Q3 | Explain the core principles of revenue management and discuss these in the context of hotel industries. | (16) |
| Q4 | Summarize various steps of pricing process giving suitable recommendation to increase profit through more revenue generation. | (16) |
| Q5 | Draw and evaluate the Break-even point concept and justify its importance in guiding sellers to generate profit as well as revenue. | (16) |
| Q6 | Describe the revenue management practices by Airlines Industries to generate revenue through maximizing the capacity utilization. | (16) |

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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN803D

8th Semester Regular Examination: 2024-25

SUBJECT: Operations Strategy

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: S240

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)
- a) Define creativity and innovation.
 - b) What do you mean by Break Even point of capacity?
 - c) What is 'Economies of Scale' in capacity decision?
 - d) What does 40% experience curve indicate?
 - e) Explain Third Party Logistic.
 - f) What do you mean by vertical integration?
 - g) What do you mean by flexibility-cost tradeoff in process technology selection?
 - h) Name the generic operational performance objectives in operations strategy?
 - i) What do you mean by order-winning competitive factors?
 - j) What do you mean by mass customization?

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)
- a) What are the factors that affects the capacity decisions while formulating operation strategy? Explain in short.
 - b) What are the main principles of TQM? Explain.
 - c) What is focused operations and its benefits? What are the different types of focus adopted in operations strategy?
 - d) What do you mean by disruptive technology? Discuss its advantages and disadvantages.
 - e) Explain importance of alignment of resources capabilities with market requirements by Line of Fit.
 - f) Describe the strategic importance of Product/service development.
 - g) Describe the factors influencing Location of Operations.
 - h) Explain Product Innovation for the circular economy.
 - i) Describe the criteria for evaluating process technology in operations strategy.
 - j) Explain minimum three main advantages and disadvantages of outsourcing.

- k) What are the main reasons of Bull Whip effect in supply chain?
l) Discuss the factors influencing the magnitude of capacity addition.

Part-III

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

(16 x 2)

- Q3** What are the main areas of operations resource on which we take strategic decisions? Discuss some of the major decisions that are taken in each area. **(16)**
- Q4** Explain the use of 'Importance–performance mapping' and its four zones for improvement strategy of operations with some examples. **(16)**
- Q5** Define Six Sigma with its main principles. Explain in details how Six Sigma substitutes the methodical operations strategy. **(16)**
- Q6** Write short notes on the following, **(8 + 8)**
a. BPR
b. Global Sourcing