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

Semester : 8th Sem. IMBA

Batch : 2022-27

Subject : Supply Chain Management & Logistics

Subject Code : 16IMN801D

Date : 09.02.2026

Class Test : I

Duration : 1 Hr.

Full Marks : 30

Section- A

- 1. Answer any four out of following questions. [4 x 2 = 8]**
- 1) What are the major Drivers in SCM & L? [CO1]
 - 2) Briefly explain the benefits of SCM system. [CO3]
 - 3) What are the prominent phases in SCM in a business eco-system? [CO2]
 - 4) What is the key difference between Centralized and Decentralized SCM? [CO2]
 - 5) Briefly explain the Value chain concept in SCM & L. [CO3]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- 1) Explain Qualitative methods of demand forecasting and give examples. [CO1]
 - 2) What is Bullwhip effect and how can it be controlled to minimize its effect? [CO3]
 - 3) Explain the role and significance of CRM in SCM, with examples. [CO2]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- 1) Explain the impact of SCM on Sales, Cost and Profitability with relevant examples. [CO3]
 - 2) Explain the relevance of Integrated IT solution in SCM and furnish industry examples from any sector, to highlight the benefits. [CO3]

All the Best

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

Semester : 8th Sem. IMBA

Batch : 2022-27

Subject : Pricing and Revenue Management

Subject Code : 16IMN802D

Date : 10.02.2026

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 do you mean by dynamic pricing? Give an example. [CO1]
 - b) Why differential pricing method is adopted by airlines and hotel industries? [CO1]
 - c) What is the advantage of bundle pricing to both seller and buyer? [CO1]
 - d) What options a company generally have for increasing the revenue? [CO1]
 - e) In perfect competition what decision/decisions a firm can and cannot take in its level? [CO2]

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 3,00,000, expected unit sales = 50000. The manufacturer wants to earn 20% mark up on sales. Calculate the Mark up price. [CO2]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) A company sells 100 units of its product at ₹10 per unit, where the cost price is ₹9.70 each. What will be the impact on total profit (in percentage) if the selling price is increased by 1%, assuming the same volume of sales? Write your observation and reason if there is any difference in percentage increase in price rise and percentage increase in profit rise. [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
& MANAGEMENT STUDIES, BHUBANESWAR**

Semester : 8th Sem. IMBA
Batch : 2022-27
Subject : Operations Strategy
Subject Code : 16IMN803D

Date : 11.02.2026
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 Strategy? [CO1]
 - b) How Operations Strategy different from Operations Management? [CO1]
 - c) What are the key decision areas of operations strategy? [CO1]
 - d) How operations strategy is important for businesses? [CO1]
 - e) Explain corporate level mission. [CO1]

Section-B

2. **Answer any two questions out of following** [2 x 6= 12]
- a. Draw the operation strategy framework and explain. [CO1]
 - b. Explain briefly the operations strategy matrix. [CO2]
 - c. How does operations strategy align with an organizations overall business strategy? [CO1]

Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]
- a. Illustrate value chain dynamic in operations with real corporate examples. [CO1]
 - b. Discuss the five generic performance objectives in operations strategy in details. [CO2]