

Registration No. _____



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

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

**Date : 10.03.2026
Special 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) Differentiate Operations Strategy vs. Operations Management? [CO1]
 - c) What are the key decision areas of operations strategy? [CO1]
 - d) What are performance objectives and its types? [CO1]
 - e) Define innovation in operations strategy. [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 operation strategy evaluation process with methodologies. [CO2]
 - c. Briefly explain 5 shaped innovation model with examples. [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]

All the Best

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**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
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**Semester : 8th Sem. IMBA
Batch : 2022-27
Subject : Pricing and Revenue Management
Subject Code : 16IMN802D**

**Date : 12.03.2026
Special 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 the cost–revenue trade-off in pricing decisions. [CO1]
 - b) Why differential pricing method is adopted by airlines and hotel industries? [CO1]
 - c) What is meant by Price Skimming? When do companies typically use this strategy? [CO1]
 - d) What do you mean by dynamic pricing? Give an example. [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) Explain the concept of Revenue Management and discuss its applications in airlines and hospitality industries. [CO4]
 - b) Differentiate between Price based and Quantity based RM with example. [CO1]
 - c) Elaborate 5 criteria which are applicable and required for application of RM. [CO4]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) A hotel has 100 rooms available for a particular day. Early booking price = ₹3,000 per room.
Last-minute booking price = ₹5,000 per room. The hotel expects:
70 early bookings if price = ₹3,000
40 last-minute customers if rooms are available.
 - i. If the hotel sells all rooms early, what will be the revenue?
 - ii. If the hotel reserves 40 rooms for last-minute customers, what will be the expected revenue?
 - iii. Based on revenue, what pricing decision should the hotel make?
Explain your reasoning. [CO4]
 - 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
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Semester : 8th Sem. IMBA

Batch : 2022-27

Subject : Supply Chain Management & Logistics

Subject Code : 16IMN801D

Date : 11.03.2026

Special 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 meant by Supply Chain as a Network of Entities? [CO1]
 - b) Briefly explain the benefits of SCM system. [CO3]
 - c) What are the distinct stages in SCM business eco-system? [CO2]
 - d) Compare and contrast between Centralized and Decentralized SCM. [CO2]
 - e) What is the concept Value chain SCM? [CO3]

Section-B

2. **Answer any two questions out of following** [2 x 6= 12]
- a) What are the common Quantitative methods of demand forecasting and give examples. [CO1]
 - b) What is Bullwhip effect and how can it be controlled to minimize its effect? [CO3]
 - c) How is CRM connected with SCM? Furnish industry examples. [CO2]

Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]
- a) Explain the impact of SCM on Sales, Cost and P & L Account with relevant examples. [CO3]
 - b) How does the enterprise-wide IT application system help a robust SCM&L. Support with industry examples from any sector, to highlight the benefits. [CO3]

All the Best