

Registration No.										
------------------	--	--	--	--	--	--	--	--	--	--



**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 : 08.04.2026

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 the prime difference between SCM and Logistics management. [CO2]
 - b) Differentiate between Inbound and Outbound logistics with examples. [CO1]
 - c) State major benefits of transportation management. [CO1]
 - d) Briefly explain the concept of Web based supply chain. [CO2]
 - e) What is meant by Green Logistics. [CO2]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a) Explain the Hub and Spoke model and state its benefits with example. [CO2]
 - b) Explain the supply chain sustainability in business with industry examples. [CO3]
 - c) Discuss the various functions and features of warehousing and its benefits. [CO2]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a) Explain 3PL and how it helps in making the Supply Chain Ecosystem more efficient, with examples in any sector of your choice. [CO3]
 - b) Discuss the concept of Global logistics and supply chain in the current E-Commerce era with industry examples. [CO3]

All the Best

Registration No.										
------------------	--	--	--	--	--	--	--	--	--	--



**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 : 09.04.2026

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 syndicated oligopoly. [CO2]
 - b. Define price discrimination. List down different degrees of price discrimination. [CO2]
 - c. In oligopoly market, what decision/decisions a firm can and cannot take in its level? [CO2]
 - d. Write the full forms of GDS and IDS? [CO3]
 - e. Write 2 benefits related to network control. [CO3]

Section-B

- 2. Answer any two questions out of following [2 x 6= 12]**
- a. Discuss the importance of group room sales in hotels for revenue management and how occupancy percentage and length of stay affect the revenue. [CO4]
 - b. Explain the economic inefficiency in monopoly market situation. [CO2]
 - c. Airline revenue management simulates between seat inventory and ticket pricing. Discuss this, stating important factors associated with it. [CO3]

Section-C

- 3. Answer any one out of following questions. [1 x 10= 10]**
- a. Consider an airline flight with 180 seats available for sale under three fare classes: Class 1 (full fare), Class 2 (discounted fare), and Class 3 (deep discount fare). The allocated seat quantities for the three classes are 64, 72, and 44 respectively. Based on the nested booking limit approach, calculate the booking limits for each class. Further, show how the protection levels of the fare classes are reflected in these booking limits. [CO3]
 - b. Draw and evaluate the break-even point concept and justify its importance in guiding sellers to generate profit as well as revenue. [CO2]

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 : 07.04.2026
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? [CO3]
 - b) Explain vertical integration. [CO3]
 - c) Define facility management and its types. [CO3]
 - d) What do you understand by Globalization in operation strategy? Elucidate with an example. [CO2]
 - e) How does location strategy impact a company's operations? [CO3]

Section-B

- 2. Answer any two questions out of following [2 x 6 = 12]**
- a) Technology plays an important role in operations strategies. Explain with example. [CO3]
 - b) What is capacity management in operations and explain its types. How does time factor play important role in capacity management? [CO3]
 - c) How does the six sigma fit into operations strategy? [CO3]

Section-C

- 3. Answer any one out of following questions. [1 x 10 = 10]**
- a) Organizational strategy and operations strategy are dependent on each other. Explain with examples. [CO2]
 - b) "Make or Buy" decision is directly proportional to vertical integration and outsourcing. Is the statement correct? Illustrate your answer with proper justification. [CO3]

All the Best