

Registration No.:

--	--	--	--	--	--	--	--	--	--

OM

Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN801D

8th Semester Regular Examination: 2025-26
SUBJECT: Supply Chain Management & Logistics
BRANCH(S): IMBA
Time: 3 Hours
Max Marks: 100
Q.Code: V115

Answer Q1 (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)

- List the stages of a supply chain.
- What is containerization?
- What are the factors influencing distribution network design?
- List any two dimensions of supply chain performance.
- Mention two obstacles to supply chain coordination.
- What is cross docking? Explain with an example.
- Explain the concept of Vendor managed inventory with examples.
- Name the value addition types in supply chain.
- What are the factors that are related to demand forecasting?
- Explain the concept of risk pooling.

Part-II

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

(6 x 8)

- Describe the best practices in SCM and how they overcome obstacles.
- Describe how network design decisions affect supply chain performance.
- Explain any four tools of performance measurement in SCM.
- Discuss the role of transportation in green logistics.
- What is third party logistics and also explain differentiate between 3PL and in-house logistics.
- How does information facilitate in the integration of supply chain?
- Discuss the relative strength and weakness of centralized and decentralized warehouses
- Discuss the importance of vehicle routing in logistics.
- Explain the role of supply chain manager.
- What is reverse supply chain? Explain its benefits.
- Write short notes on Agile supply chain.
- Explain the role of Information Technology in Supply chain.

Signature

Part-III

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

- Q3 What is bullwhip effect in supply chain and how it is measured? Describe major causes of bull whip effect in supply chain. (16)
- Q4 Explain the role of transportation in Supply chain and also explain what are the factors affecting transportation decision. (16)
- Q5 Explain the role of CRM in Supply Chain Management. (16)
- Q6 Write a detailed note on SCOR model for supply chain performance measurement. (16)

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN802D

8th Semester Regular Examination: 2025-26

SUBJECT: Pricing & Revenue Management

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: V171

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)
- Define dynamic pricing strategy and its need for business. Give suitable example to support your answer.
 - What benefits companies do provide to their customers by bundling their product and pricing together?
 - Briefly explain the response between price versus demand for any product.
 - Mention any two methods through which a company can enhance its revenue.
 - What do you mean by 'Peak Load Pricing'? Give an example.
 - Does the electricity bill of your home comes under dynamic pricing method? Justify your answer.
 - Differentiate between 'Cost Plus Pricing' and 'Demand Led Pricing' giving suitable example.
 - What is reserve price? Define with example.
 - Write any two challenges usually faced in 'Network Control'.
 - List out three factors that are taken as base for customer segmentation in hospitality sector.

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** (6 x 8)
- Explain briefly on the steps involved in setting the price of a product or service. Also highlight about the factors influencing the price.
 - Explain the relationship between 'bid price' and 'Opportunity cost'.
 - Explain the methods involved in a bid -price control.
 - Explain the relationship among price, average revenue, and marginal revenue in a situation with perfectly elastic demand.
 - Explain the economic inefficiency in monopoly market situation.
 - In airlines, cost of booking tickets is moderate initially and it increases till the date of journey. How does it affect the passenger and how does it satisfy the airlines so far as revenue is concerned?

- g) Why would a perfectly competitive firm earn only normal profit in the long run? Explain with example.
- h) Explain the concept of price-revenue trade off in dynamic pricing method.
- i) Explain dynamic pricing and its features. Also differentiate between 'with replenishment' and 'without replenishment' model of dynamic pricing.
- j) Draw marginal revenue curve and justify the following statement under perfect competition. $AR = MR = P$ (AR: Average revenue, MR: Marginal revenue, P = Price)
- k) Explain key aspects of price skimming in a finite population model and its disadvantages as well as advantages. Support your answers with example.
- l) Discuss the theory of 'Optimal Network Control'.

Part-III

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

- Q3 "Revenue management is an integral part of any business". Justify the statement giving example of hotel booking management in a tourist place in a peak business season. Explain the process and key tasks taken for maximizing revenue. (16)
- Q4 Draw and explain the Break-even point and justify its importance in guiding sellers to generate revenue as well as profit. (16)
- Q5 An Airlines has limited 200 seats for booking to customers with different fare classes 1 (full cost of fare), 2 (Discounted) and 3 (with deep discount). Allotment for seats from each class are 72, 80, and 48 respectively. Under the scheme of nested booking limit, find out the booking limit for each class considering the protection level. (16)
- Q6 a) Revenue opportunity assessment (8 x 2)
b) Structure of optimal control.

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN803D

8th Semester Regular Examination: 2025-26

SUBJECT: OPERATIONS STRATEGY

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: V354

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)

- What are the advantages associated with economies of scale in operations strategy?
- Differentiate between Corporate Strategy and Business Strategy.
- Compare and contrast between Creativity and Innovation.
- What is the purpose of process mapping?
- How is the value chain analysis associated with operation strategy process?
- What is meant by capacity-lagging strategy?
- What is meant by vertical integration?
- How does supplier power impact the operations strategy outcome?
- What is the concept of socially sustainable strategy?
- What is the concept of 'off-shoring' in context of global operations strategy?

Part-II

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

(6 x 8)

- Explain the steps involved in formulation of operations strategy.
- Explain the essence of Lean operations with appropriate examples.
- Explain the operations strategy matrix. Support with relevant examples.
- What are all the major aspects to be managed for operations strategy to adapt to dynamic market conditions driven by customers.
- Discuss how operations strategy optimizes between various quality and efficiency issues.
- Explain the various tools useful for operational performance evaluation, with suitable examples.
- Explain what is 4PL (fourth party logistics) along with relevant examples.
- Elucidate the strategic importance of product/service department in operations strategy success. Give supportive examples.
- Explain how disruptive technology also helps operations strategy. Provide relevant examples.

- j) Elucidate the criteria for evaluating process technology in operations strategy.
- k) Explain the concept of innovation based improvement with suitable example.
- l) How does sustainable alignment ensure long term benefits in the context of operations strategy.

Part-III

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

- Q3** Explain all the components that help in achieving competitive advantage. Elaborate on the significance citing relevant examples. **(16)**
- Q4** Explain what is meant by dynamic or offensive approaches to sustainability and the challenges involved in terms of sustainable alignment. **(16)**
- Q5** Explain the five generic performance objectives in operations strategy with appropriate industry examples. **(16)**
- Q6** Explain facilities strategy and globalization in detail. What are the pros and cons with contemporary scenario examples. **(16)**