

Registration No:

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

Total Number of Pages: 02

MBA
18MBA302D

3rd Semester Regular / Back Examination: 2021-22

PRICING AND REVENUE MANAGEMENT

BRANCH(S): BA, GM, IB, MBA, MBA (M & F)

Time : 3 Hour

Max Marks : 100

Q. Code : OF499

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 × 10)

- Write four industries where Revenue Management is applied effectively.
- What is the basic difference between cost plus pricing and demand oriented pricing?
- State what is GDS stands for and where and how it is used.
- Write down at least two main benefits of dynamic pricing.
- Why price differentiation (or discrimination) is adopted in pricing management?
- State the difference of assumption between finite and infinite population in dynamic pricing models
- In perfect competition what decision/decisions a firm can and cannot take in its level?
- What do you mean by 'willingness to pay' or 'reservation price' or 'reserve price'?
- What are the main features of a monopoly market?
- Write at least four factors that are taken as base for customer segmentation

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6× 8)

- Explain briefly types of decisions taken in typical Revenue Management with examples.
- Differentiate between Price based and Quantity based revenue management with examples
- Explain how Revenue Management is applied in Airline industries with a limited number of seats.
- Illustrate how Revenue Management is applied in hotel industry undertaking quantity based revenue management.
- Distinguish between partitioned and nested bid control system in quantity based revenue management with an example
- Explain dynamic pricing and its features. Differentiate between 'with replenishment' and 'without replenishment' models of dynamic pricing
- What do you mean by ODF (or ODIF)? Explain with diagramme how length-of-stay in hotels and hub-and-spoke network in airlines make different ODFs.
- Explain price differentiation (or discrimination) and its types (degrees) with example. Which market structure is normally suitable to adopt price differentiation?
- Suppose there are limited 100 seats for booking in an Airlines with fare classes 1(full fare), 2(discounted), and 3(deep discount). The allotments for each class are 36, 40 and 24 respectively. Under the scheme of nested booking limit find out the booking limits each class. How the protection levels for the classes are expressed with these booking limits?
- Explain comparing the 'Bid Price control and Booking limit control' system adopted in quantity based revenue management.
- Explain how LP model is used in quantity based Revenue Management stating

objective function and constraint / constraints.

I) What are the situations conducive to Revenue Management in an Industry?

Part-III

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

**(02 ×16)
(16)**

Q3

What are the traditional Pricing methods? Discuss their advantages and shortcomings.

Q4

What do you mean by Revenue Management? Discuss its nature and scope of its application in different industries.

(16)

Q5

Describe the Network Management in quantity based revenue management with example of an industry. Discuss the challenges and complexities of Network capacity control system

(16)

Q6

Write Short notes on

(16)

- a) Revenue Opportunity Assessment
- b) Revenue Benefit Measurement

Registration No: -

2	0	0	6	2	5	8	0	7	7
---	---	---	---	---	---	---	---	---	---

Total Number of Pages : 01

MBA
18MBA301D

3rd Semester Regular / Back Examination : 2021-22
SUPPLY CHAIN MANAGEMENT & LOGISTICS

BRANCH : MBA, BA, GM, IB, MBA(M&F)

Max Mark : 100

Time : 3 Hours

Q CODE : OF336

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-10)

(02×10)

- a) What do you mean by Reverse logistics? (2)
- b) What do you mean by Vendor managed inventory? (2)
- c) Explain the concept of Web based supply chain. (2)
- d) Explain the concept of cross docking. (2)
- e) Explain the benefits of RFID. (2)
- f) What do you mean by stockpiling? Give an example. (2)
- g) Differentiate between Bottleneck vendors and leverage vendors? (2)
- h) What do you mean by blanket purchase order? Give an example. (2)
- i) What is the primary objective of activity based costing? (2)
- j) Explain the concept of Milk Run. Write one benefit. (2)

Part- II

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

(06×08)

- a) Explain the Bull whip Effect with example. What are the causes and consequence of the same? (6)
- b) What is 4PL? What are the stages involved in 4PL solutions and also explain its operational mechanism. (6)
- c) "Vendor rating has become an important tool of contemporary supply chain practices". Justify it. (6)
- d) "Supply chain management is an integration of firm's logistic function with other participants like vendors, customers and third party logistics service providers". Why. (6)
- e) Write short notes on the effective forecasting process. (6)
- f) Write a note on various criteria for evaluation of vendors performance. (6)
- g) What are the elements of total cost for supply chain management? explain. (6)
- h) What is the role of IT in supply chain management? Discuss advantages and implementation. (6)
- i) Explain Third Party logistics and its advantages. (6)
- j) What are the factors affecting the location of warehousing? (6)
- k) Define the value chain of SCM. Explain the flow of various things in it along with their relevance. (6)
- l) How CRM is used in supply chain management? (6)

Part-III

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

(02×16)

- Q3 What is supply chain Management? How supply chain management is linkage with marketing, manufacturing, sales and information technology? Explain. (16)
- Q4 Discuss the various factors influencing network design decisions. (16)
- Q5 Discuss the following two approaches to measure supply chain performance (16)
 - (a) SCORE model
 - (b) Balanced Scorecard method.
- Q6 Write short notes on any two: (16)
 - (a) Vendor rating techniques
 - (b) Hub and Spoke model
 - (c) Vendor relationship management

Registration No :

2006258065

Total Number of Pages : 02

MBA
18MBA303D

3rd Semester Regular / Back Examination: 2021-22

OPERATIONS STRATEGY

BRANCH(S): BA, GM, IB, MBA, MBA (M & F)

Time : 3 Hour

Max Marks : 100

Q.Code : OF538

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 : (2×10)

- How is Operations strategy different from operations management?
- How Operations Strategy is different from Business Strategy?
- What factors are normally considered to analyse the market / customer requirements for formulating Operations Strategy?
- What are the main operations performances considered as objectives in operations strategy formulation?
- What is meant by "flexibility" in operations performance?
- What do you understand by 'Order Qualifying factors' of operations performance?
- What do you mean by economies of scale?
- What is learning curve and its significance in operation's capacity strategy?
- What main decisions are taken in area of supply network in operations strategy making?
- Name the 'wastes' defined in Lean Manufacturing

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6×8)

- Main content of the Operation strategy is reconciliation between Market requirement and Operations Resources – Explain
- How outsourced supply affect an operation's main performance objectives?
- What do you mean by Focused Operations? How it is useful in Operations Strategy?
- What are the factors that influence addition of a new location under strategic capacity decision? Discuss.
- Write in brief the factors influencing operations capacity.
- The concept of TQM fits as a substitute to operations strategy– Discuss
- Draw a typical importance–performance matrix and discuss the 4 zones of improvement strategy actions.
- What is the strategic importance of product and service development by operations?
- Discuss in brief the ERP from operations perspective.
- Draw the Porter's Value chain frame work briefly explaining the elements considered in it.
- How do market volume and variety influence process technology?
- Define Creativity, Innovation and Design. State their relationship.

Part-III

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

- Q3** What do you mean by operations performance objectives? Explain in details the five generic performance objectives. (16)
- Q4** Discuss importance of Capacity Change and explain in details the strategic timing of capacity change as per market demand. (16)
- Q5** Discuss the four stage model developed by Prof. Hayes and Prof. Wheelwright that captures maturity and contribution of any operations in opening up market potential for the organisation. (16)
- Q6** What is sustainable alignment? Discuss the Prof. Terry Hill's framework for operations strategy formulation. (16)

Registration No :

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

Total Number of Pages : 02

MBA
18MBA304D

3rd Semester Regular / Back Examination: 2021-22

SALES AND OPERATION PLANNING

BRANCH(S): BA, GM, IB, MBA, MBA (M & F)

Time : 3 Hour

Max Marks : 100

Q.Code : OF558

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 × 10)

- What is forecasting error?
- What is MRP ?
- Give an example good and a service that shows seasonal demand pattern annually.
- What is reactive strategies in terms of aggregate planning?
- What is mean flow time in scheduling?
- What do you mean by Loading?
- Define System capacity.
- What are the primary reports in MRP output?
- Give one example of MRP in services.
- If the design capacity is 50 trucks/day, effective capacity is 40 trucks / day and actual output is 36 trucks /day, find the efficiency and utilization of the system.

Part-II

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

(6 × 8)

- What are the main functions of operation management?
- How does production planning and scheduling differ?
- Explain in brief the master production schedule (MPS).
- Explain chase demand strategy for meeting the uneven demand.
- What are the objectives of operations planning and control?
- Explain in brief bill of materials.
- Discuss the elements of a good forecast.
- Explain routing with it's significance.
- Consider the following single machine scheduling problem

Job (j)	1	2	3	4	5	6
Processing time (t _j)	10	8	8	7	12	15
Due date (d _j)	15	10	12	11	18	25

Determine the optimal sequence using Earliest Due Date (EDD) rule and find the total completion time & maximum lateness.

- Describe the different ways through which you can generate pure strategies.
- Write a note on scheduling with it's purpose.
- Explain in brief the Theory of Constraints.

258

258

258

258

258

258

258

Part-III

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

(02 ×16)

- Q3** 258 Discuss in details various qualitative methods of forecasting. What are the main advantages that quantitative techniques of forecasting have over qualitative techniques? 258
- Q4** What is aggregate planning. What is the need, purpose and techniques for aggregate planning?
- Q5** 258 What do you mean by capacity planning? Why capacity planning for services is more challenging than it is for goods production? 258 258 258
- Q6** Discuss in detail the role of ERP in operations planning and control.

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258

258