

Registration No:

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Total Number of Pages: 02

Course: MBA
Sub Code: 18MBA302D

3rd Semester Regular/Back Examination: 2022-23

SUBJECT: Pricing and Revenue Management

BRANCH(S): BA,GM,MBA,RM

Time: 3 Hour

Max Marks: 100

Q. Code: L353

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 x 10)

- What do you mean by mark-up pricing?
- Why companies price their products with odd figures like Rs 99, Rs 149 and Rs 399?
- What do you understand by price-demand relationship for a product?
- What options a company generally have for increasing the revenue?
- Why discounts and allowances are given in stead of reducing the price?
- Write briefly about skimming the price.
- What do you mean by perfect competition?
- What is the advantage of bundle pricing to both seller and buyer?
- How economy of scale plays important role in pricing a product?
- Why differential pricing method is adopted by in Airlines and Hotel industries?

Part-II

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

- Explain the relationship among price, average revenue and marginal revenue in a situation with perfectly elastic demand.
- Explain dynamic pricing concept with suitable examples.
- A perfectly competitive firm earns only normal profits in the long run. Explain the cause with example.
- Street food venders sell homogenous product with little or no variation in product and consumer. Do you agree it as similar to perfect competition. Justify.
- Given, variable cost of a product per unit= Rs 10, Fixed cost = Rs 400000, expected unit sales=40000. Compute the sales price with mark-up profit of 20%.
- Explain briefly about two alternative strategies of a monopoly seller.

- g) Explain the variable pricing in service sector taking example of booking rooms in hotels having demand throughout the year.
- h) Explain the economic inefficiency in monopoly market situation.
- i) Explain the relationship between bid price and opportunity cost.
- j) Explain any two price adjustment strategies preferred by sellers to reward the consumers.
- k) Scale of operation plays a pivotal role in between revenue and price. Justify.
- l) How can you assess the revenue opportunity before opening a new restaurant on Korean food in Bhubaneswar city. Give your points.

Part-III

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

- | | | |
|-----------|---|-------------|
| Q3 | Analyze critically the features of perfect competitive situation and submit views for maximizing revenue. | (16) |
| Q4 | Summarize various steps of pricing process giving suitable recommendation to increase profit through more revenue generation. | (16) |
| Q5 | Draw and evaluate the Break-even point concept and justify its importance in guiding sellers to generate profit as well as revenue. | (16) |
| Q6 | Describe the revenue management practices by Airlines Industries to generate revenue through maximizing the capacity utilization. | (16) |

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Total Number of Pages : 02

Course: MBA
Sub_Code: 18MBA304D

3RD Semester Regular/Back Examination: 2022-23
SUBJECT : Sales and Operations Planning
BRANCH(S): BA,GM,MBA,RM
Time : 3 Hour
Max Marks : 100
Q.Code : L555

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 x 10)**
- a) What are the ingredients of Sales and Operations Planning?
 - b) What are the outputs of aggregate planning?
 - c) Distinguish between internal operations and service operations.
 - d) How to calculate critical ratio.
 - e) Explain the term Lateness and tardiness.
 - f) Explain the functions of MPS.
 - g) Explain the concept of capacity Utilization.
 - h) What do you mean by adjustable capacity and peak capacity?
 - i) How theory of Constraint is used in sales and operation planning?
 - j) What is theory of Constraint? What are its objectives.

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**
- a) What are the factors affecting demand forecast? Explain.
 - b) Explain the need and characteristics of forecasting.
 - c) Explain the need for operation planning.
 - d) What do you mean by aggregate planning? Explain its basic objectives and characteristics.
 - e) What are the different measures of capacity? Explain.
 - f) Write short notes on the aggregate planning process.
 - g) What are the different phases of Operation planning and control.
 - h) How ERP is used in operation planning and Control. Explain.
 - i) What are the different types of strategies are used in aggregate planning? Which strategy is beneficial to the organization.
 - j) What is scheduling? Explain its types and activities.
 - k) What is service operation management? Explain the role of service managers in service operations.

- I) A machine can produce 1,50,000 good components per year. The operations on the machine takes 2 minutes for producing a component. The data on the past life of the machine shows it produce 5% defectives on an average. How many such machines should be required ,if each one has a capacity of 2500 hours per year

Part-III

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

- Q3** What is Operation planning and Control? Explain its functions and also compare operation planning and control activities in manufacturing sector and service sector (16)

- Q4** What is aggregate planning? What are the costs associated in aggregate planning? What are the factors affecting aggregate Planning? Explain. (16)

- Q5 (a)** Using exponential smoothing technique, (where $\alpha=0.8$) Find sales forecast for the year 2010 (16)

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009
Sales (units)	18	22	26	32	35	38	40	42	45

- (b)** For the following problem determine the priority of processing of different jobs based on cost over time rule. Given that the cost per delay is Rs.15/-

Job	1	2	3	4	5	6
Processing Time (in days)	10	15	5	25	20	12
Arrival time (in days)	90	105	95	120	100	125
Due date (in days)	180	195	170	230	125	226

- Q6 (a)** Write short notes on qualitative methods of forecasting with giving advantages and disadvantages. (16)

- (b)** Write short on Materials Requirement Planning

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Course: MBA
Sub_Code: 18MBA303D

3rd Semester Regular/Back Examination: 2022-23

SUBJECT: Operations Strategy

BRANCH(S): BA,GM,MBA,RM

Time : 3 Hour

Max Marks : 100

Q.Code : L497

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 x 10)

- What do mean by 'sustainable competitive advantage' (SCA).
- What is product and service flexibility?
- What do you mean by variety focus.
- What is 3BL?
- What is transaction cost economics?
- What do you mean by BPR.
- What is capacity strategy?
- Define six-sigma.
- What is "offshoring" in global operations strategy?
- Name at least four factors influencing location in facilities strategy.

Part-II

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

- Explain the way the excellence in operations contributes towards strategic success.
- Explain how the requirements of the market influence operations strategy?
- What are the stages of Prof. Terry Hill's frame work for operation strategy?
- How can operations performance 'make or break' an organization?
- What are order winning competitive factors? Explain briefly.
- Discuss the different factors influencing the overall level of capacity.
- What do you mean by capacity lagging strategy.
- What is process technology strategy.
- How outsourced supply may affect an operations performance objectives?
- What are supply chain risks and how it can be managed?
- What process steps do companies use to develop products and services?
- What do you mean by economies of scale and diseconomies of scale?

Part-III

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

- Q3** What are the different stages of operations strategy process? Explain the activities in each stage. **(16)**
- Q4** Discuss the five generic performance objectives in detail. **(16)**
- Q5** Discuss the main stages of product and service development and its strategic importance in detail. **(16)**
- Q6** Write a note on the following in context of operations strategy: **(16)**
i) TQM
ii) Lean operations