Semester: 3ʳᵈ Sem. MBA
Batch: 2022-24
Subject- OPERATION STRATEGY
Subject Code: 18MBA303D

Date: 06/11/2023
Class Test-I
Duration: 1 Hour
Full Marks: 30

Section A

Q1. Briefly answer any FOUR of the following questions.   (2x4=8)

a) Define operation strategy with suitable example.
b) What do you mean by operation strategy framework?
c) How to implement the process of operation strategy?
d) Define process atlas.
e) What is manufacturing architecture?

Section B

Q2. Answer any TWO of the following questions.   (6x2=12)

a) Describe the Role and Purpose of Operations Strategy with suitable example.

b) Differentiate between operating discipline and innovation.

c) Briefly explain Customer Intimacy as a Competitive Strategy with example.

Section C

Q3. Answer any ONE of the following questions.   (10x1=10)

a) Briefly explain Operations Strategy Framework with reference to manufacturing industry.

b) What is value chain? Describe the Components of a Value Chain with respect to implement operation strategy.

-: Best of Luck:-

Semester: 3rd Sem. MBA
Batch: 2022-24
Subject- Pricing & Revenue Management
Subject Code: 18MBA302D

Date: 08/11/2023
Class Test-I
Duration: 1 Hour
Full Marks: 30

Section A

Q1. Briefly answer any FOUR of the following questions. (2x4=8)

a) Write four industries where RM is applied effectively.

b) Why differential pricing method is adopted by airlines and hotel industries?

c) In perfect competition what decision/decisions a firm can and cannot take in its level?

d) What options a company generally have for increasing the revenue?

e) In perfect competition what decision/decisions a firm can and cannot take in its level?

Section B

Q2. Answer any TWO of the following questions. (6x2=12)

a) Elaborate 5 criteria which are applicable and required for application of RM.

b) Differentiate between Price based and Quantity based RM with example.

c) 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%.

Section C

Q3. Answer any ONE of the following questions. (10x1=10)

(a) The total cost function (monthly) of a perfectly competitive firm is given by:

$$TC = 7500 + 150\,Q + 3Q^2$$

Determine the price of the product, if the industry is in long run equilibrium.

(b) Summarize various steps of pricing process giving suitable recommendation to increase profit through more revenue generation.

-: Best of Luck:-

BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANESWAR

Semester: 3rd Sem. MBA
Batch: 2022-24
Subject- SCM &L
Subject Code: 18MBA301D

Date: 09/11/2023
Class Test-I
Duration: 1 Hour
Full Marks: 30

Section A

Q1. Briefly answer any FOUR of the following questions. (2x4=8)

a) What are the five major Supply Chain Drivers?
b) What is the Value Chain concept in Supply Chain management?
c) What are the advantages of Centralised SCM?
d) What is Delphi technique in demand forecasting?
e) What is Bull Whip effect?

Section B

Q2. Answer any TWO of the following questions. (6x2=12)

a) Why is Information Technology a key component in supply chain management system? Furnish suitable examples to explain.

b) Compute a Three-period Weighted Moving Average forecast given the following demand for Volvo Buses in the last five periods, with an assigned weight of 1,2,3 respectively (3 for the most-recent period, 2 for the previous one and so on)

Period	1	2	3	4	5
Actual	60	70	80	65	90

(c) A Dish-Washer machine dealer forecasted a January demand for 230 units. Actual January demand was 280 units and the forecast error smoothing constant alpha $\propto$ = 0.2. Forecast the next period demand using the exponential smoothing model.

Section C

Q3. Answer any ONE of the following questions. (10x1=10)

a) Explain the various issues and challenges in Supply Chain Management system with suitable examples.

b) Refer to your SIP project work. Explain the various features of SCML you feel are relatable to the functioning of that organization. Give suitable examples to elaborate.

-: Best of Luck:-