Semester: 3rd Sem. MBA   Date: 29/11/2023
Batch : 2022-24   Class Test: II
Subject: Operation Strategy   Duration: 1 Hour
Subject Code: 18MBA303D   Full Marks: 30

Section-A

A. Answer any four from the following questions.   (2X4= 8)

a) What do you mean by Offshoring?

b) Why Competitive Capabilities Play a very important role in operational strategy?

c) Define Quality Strategy with a suitable example.

d) What are the criteria for acceptability?

e) What do you mean by Business Process Reengineering?

Section-B

B. Answer any two from the following questions.   (6x2 =12)

a) How does TQM fit into operations strategy?

b) Write down the different elements of Six Sigma and explain DMAIC cycle

c) What is Technology Strategy? Explain with suitable examples.

Section-C

C. Answer any one from the following.   (10x1= 10)

a) Define vertical integration and explain its classification. Explain the factors that influence the vertical integration of an organization.

b) What do you mean by Facility Location? Explain why facility strategy is important of any organization. What are the criteria for choosing the best location for service industry? explain with suitable examples.

-: Best of Luck:-

BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, BHUBANEWAR

BIITM
Estd. 1999

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

Date: 01/12/2023
Class Test: II
Duration: 1 Hour
Full Marks: 30

Section-A

A. Answer any four from the following questions. (2X4= 8)

a) Write the full forms of GDS and IDS.
b) In oligopoly market, what decision (s) a firm can / cannot take at its level?
c) Define price discrimination. List down different degrees of price discrimination.
d) What do you mean by Cartel and its probable impact on market?
e) Write any two challenges related to network control.

Section-B

B. Answer any two from the following questions. (6x2 =12)

a) Discuss how Break even approach helps in setting the price. You can draw the breakeven chart and discuss.
b) What are the features of oligopoly market? Give examples.
c) What do you mean by ODF (or ODIF)? Explain with diagram how length-of-stay in hotel and hub-and-spoke network in airlines make different ODFs.

Section-C

C. Answer any one from the following. (10x1= 10)

a) Suppose there are only 200 seats available for booking in an Airlines with fare classes 1 (full fare), 2 (discounted), and 3 (deep discount). The allotments for each class are 72, 80 and 48 respectively. Under the scheme of nested booking limit, find out the booking limits of each class. How the protection levels for the classes are expressed with these booking limits?

b) Write short notes on different market structures by listing the features and citing examples:

   (i) Monopoly
   (ii) Perfect Competition
   (iii)Monopolistic Competition

-: Best of Luck:-

Semester: 3rd Sem. MBA
Batch : 2022-24
Subject: Sales & Operation Planning
Subject Code: 18MBA304D

Date: 30/11/2023
Class Test: II
Duration: 1 Hour
Full Marks: 30

Section-A

A. Answer any four from the following questions. (2X4= 8)

  a) What is capacity planning?
  b) Define aggregate planning?
  c) What is level production strategy?
  d) Define MRP? Give one example of MRP in services.
  e) What is Master production scheduling?

Section-B

B. Answer any two from the following questions. (6x2 =12)

  a) Six jobs go first over machine I and then over machine II. The order of the completion of jobs has no significance. The table shows the machine times in hours for six jobs and the two machines.

Job	J_1	J_2	J_3	J_4	J_5	J_6
Machine-I	2	4	9	6	7	4
Machine-II	6	7	4	3	3	11

Find the sequence of the jobs that minimizes the total elapsed time to complete the jobs. Also find the idle time for Machine I and Machine II.

  b) Define Bill of Materials(BOM)
  c) Explain briefly the master production scheduling (MPS).

Section-C

C. Answer any one from the following. (10x1= 10)

  a) What is aggregate planning? What are the need, purpose and techniques for aggregate planning?
  b) The following data shows the sales (in million dollars) of a company.

X	2015	2016	2017	2018	2019
Y	12	19	29	37	45

Can you estimate the sales in the year 2020 using the regression line?

-: Best of Luck:-

BIITM
Estd. 1999

Semester: 3rd Sem. MBA
Batch : 2022-24
Subject: Employee Relation
Subject Code: 18MBA302C

Date: 15/12/2023
Class Test: II
Duration: 1 Hour
Full Marks: 30

Section-A

A. Answer any four from the following questions. (2X4= 8)

a) What do you mean by ILO?
b) Define industrial dispute.
c) What do you mean by collective bargaining?
d) "Managerial trade unions are not only necessary but a need of the time also". Justify the statement.
e) What do you mean by trade union constitution?

Section-B

B. Answer any two from the following questions. (6x2 =12)

a) Write a short note on trade union constitution.
b) Differentiate between registration and recognition of a trade union.
c) Explain in brief the Dunlops model of IR.

Section-C

C. Answer any one from the following. (10x1= 10)

a) Compare and contrast unitary and pluralistic approach of IR.
b) Explain in brief the process of a trade unions registration with reference to Trade Union Act ,1926.

-: Best of Luck:-

Semester: 3rd Sem. MBA Date: 01/12/2023
Batch : 2022-24 Class Test: II
Subject: Compensation & Benefit Management Duration: 1 Hour
Subject Code: 18MBA303C Full Marks: 30

Section-A

A. Answer any four from the following questions. (2X4= 8)

a) What are internal relatives with respect to salary formulation?
b) What is the scope of job evaluation?
c) What is points system?
d) What is market-based pay?
e) What is wage administration?

Section-B

B. Answer any two from the following questions. (6x2 =12)

a) Write down the principles of salary formulation.
b) Describe Broad Banding.
c) Explain Executive Compensation.

Section-C

C. Answer any one from the following. (10x1= 10)

a) What are the job evaluation techniques?
b) What are the incentive plans designed for employee benefits?

-: Best of Luck:-

Section-A

A. Answer any four from the following questions. (2X4= 8)

a) Why is competency mapping significant?
b) List out the tools for SMP.
c) Describe STAR approach?
d) What do you understand by census analysis?
e) What are the uses of Job Analysis?

Section-B

B. Answer any two from the following questions. (6x2 =12)

a) Explain the use of Markov and Cohort analysis in MPP.

b) Describe various benefits of Strategic manpower planning.

c) An HR consulting firm requires highly creative people from diverse industry backgrounds to design and implement HR subsystems for the organization in order to develop their workforce. In this context, would you recommend a core or a flexible workforce?

Section-C

C. Answer any one from the following. (10x1= 10)

a) Outline the process of SMP in detail.

b) Describe competency mapping. Discuss various steps involved in competency Mapping.

-: Best of Luck:-

Semester: 3rd Sem. MBA Date: 29/11/2023
Batch : 2022-24 Class Test: II
Subject: Performance Management System Duration: 1 Hour
Subject Code: 18MBA304C Full Marks: 30

Section-A

A. Answer any four from the following questions. (2X4= 8)

a) Define performance appraisal.

b) Explain straight ranking methods

c) Write a short note on critical incident method.

d) What do you mean by reward management system?

Section-B

B. Answer any two from the following questions. (6x2 =12)

a) List the approaches to performance appraisal.
b) Define Performance Management and state its importance for a business organization.
c) What is EFQM performance model?

Section-C

C. Answer any one from the following. (10x1= 10)

a) As an HR Manager suggest appropriate strategies for effective performance management system in your organization.

b) Explain individual and team-based pay for performance plans.

-: Best of Luck:-

Semester: 3rd Sem. MBA
Batch : 2022-24
Subject: Supply Chain Management & Logistics
Subject Code: 18MBA301D

Date: 02/12/2023
Class Test: II
Duration: 1 Hour
Full Marks: 30

Section-A

A. Answer all four from the following questions. (2X4= 8)

a) What is meant by Pipeline Inventory?
b) What are the benefits of Vendor consolidation?
c) What are the benefits of Cross Docking?
d) What is the objective behind Lot streaming?
e) What is the basic difference between "Intensive" and "Selective" in Distribution strategy?

Section-B

B. Answer any two from the following questions. (6x2 =12)

a) Explain the characteristic difference between Pipeline Inventory and Decoupling Inventory? Substantiate with examples.
b) Explain the concept of 3PL (Third party logistics) and how it benefits the SCM process?
c) Explain the benefits of Hub and Spoke model and give examples from specific industry or sector.

Section-C

C. Answer any one from the following. (10x1= 10)

a) Elaborate on the 3 types and on the major functions of Warehousing? Furnish industry examples.

b) What is meant by Containerization? Explain how it has revolutionized the Global Supply Chain & Logistics systems.

-: Best of Luck:-

Semester: 3rd Sem. MBA
Batch : 2022-24
Subject: Financial Derivatives
Subject Code: 18MBA302B

Date: 15/12/2023
Class Test: II
Duration: 1 Hour
Full Marks: 30

Section-A

A. Answer all four from the following questions. (2X4= 8)

   a) What do you mean by holder of a call option?
   b) What do you mean by swap contract?
   c) What do you mean by interest rate swap and currency swap?
   d) What do you mean by writer of a put position?

Section-B

B. Answer any two from the following questions. (6x2 =12)

a) What do you mean by margin? Explain different types of margins.

b) Explain in detail the hedging strategy using futures.

c) What do you mean by arbitrage in derivative? Explain different types of arbitrage.

Section-C

C. Answer any one from the following. (10x1= 10)

a) Explain in detail different types of option pricing model.

b) A stock is currently priced as $20 over each of the next two three month period, it is expected to go up by 10% and down by 10%. The risk free return is 12% per annum with continuous compounding. What is the value of 6 month European call option with the strike price of $21?

-: Best of Luck:-

Semester: 3rd Sem. MBA
Batch : 2022-24
Subject: Project Appraisal & Financing
Subject Code: 18MBA304B

Date: 01/12/2023
Class Test: II
Duration: 1 Hour
Full Marks: 30

Section-A

A. Answer any four from the following questions.　　　　(2X4= 8)

    a) What is project appraisal?

    b) What is order of magnitude estimate?

    c) What is management appraisal of a project?

    d) What is shadow pricing?

    e) What is L-M approach?

Section-B

B. Answer any two from the following questions.　　　　(6x2 =12)

    a) Why technical appraisal is required for a project? Explain.

    b) Discuss various aspect of economic appraisal.

    c) Explain commercial appraisal of a project.

Section-C

C. Answer any one from the following.　　　　(10x1= 10)

    a) Explain social cost benefit analysis of a project with example.

    b) Discuss various sources of finance available for a project.

-: Best of Luck:-

Semester: 3rd Sem. MBA
Batch : 2022-24
Subject: SAPM
Subject Code: 18MBA301B

Date: 13/12/2023
Class Test: II
Duration: 1 Hour
Full Marks: 30

Section-A

A. Answer any four from the following questions. (2X4= 8)

a) What is efficient frontier?

b) Security X has a beta of 0.75. Calculate the expected return, if the risk free rate is 5 % and expected return from the market is 14 %.

c) How many parameters must be estimated to analyses the risk return profile of 53 stock using Markowitz model and Sharpe Index model

d) .... measures systematic risk and ....measures overall risk.

Section-B

B. Answer any two from the following questions. (6x2 =12)

a) Given the following data calculate the one period return for two companies' "A" and "B"

	A	B
Beginning Price	20	10
Ending price	15	15
Dividend	1.50	2

b) Differentiate between SML and CML

c) The data are given for 3 stocks. Which stock would you prefer from risk and return view point if market were expected to give 15% and variance of return 20%.

Stock	α	β	Residual Variance σ^2_{ei}
Zomato	-3.1	2.7	15
LIC	2.7	0.5	9
Nyka	2.3	2.4	19

Semester: 3rd Sem. MBA
Batch : 2022-24
Subject: Operation Strategy
Subject Code: 18MBA303D

Date: 29/11/2023
Class Test: II
Duration: 1 Hour
Full Marks: 30

Section-A

A. Answer any four from the following questions.   (2X4= 8)

a) What do you mean by Offshoring?

b) Why Competitive Capabilities Play a very important role in operational strategy?

c) Define Quality Strategy with a suitable example.

d) What are the criteria for acceptability?

e) What do you mean by Business Process Reengineering?

Section-B

B. Answer any two from the following questions.   (6x2 =12)

a) How does TQM fit into operations strategy?

b) Write down the different elements of Six Sigma and explain DMAIC cycle

c) What is Technology Strategy? Explain with suitable examples.

Section-C

C. Answer any one from the following.   (10x1= 10)

a) Define vertical integration and explain its classification. Explain the factors that influence the vertical integration of an organization.

b) What do you mean by Facility Location? Explain why facility strategy is important of any organization. What are the criteria for choosing the best location for service industry? explain with suitable examples.

-: Best of Luck:-

Semester: 3rd Sem. MBA
Batch : 2022-24
Subject: Advanced Management Accounting
Subject Code: 18MBA303B

Date: 12/12/2023
Class Test: II
Duration: 1 Hour
Full Marks: 30

Section-A

A. **Answer any four from the following questions.** (2X4= 8)

   a) What is Marginal Costing?

   b) What do you mean by Relevant Cost?

   c) Calculate the amount of profit when Sales is Rs. 12,000, variable cost is Rs. 7,000 and fixed cost is Rs. 4,000.

   d) Give your views on budgetary control.

   e) Define standard costing.

Section-B

B. **Answer any two from the following questions.** (6x2 =12)

   a) Explain the decisions that can be taken by using Marginal Costing.

   b) The following data is given: Fixed Cost Rs. 12,000, Selling Price Rs. 12 per unit and Variable cost Rs. 9 per unit. What will be the profit when sales are Rs. 60,000 and Rs. 1,00,000. Also calculate the amount of sales if the company desires to earn a profit of Rs. 6,000 and Rs. 15,000.

   c) Explain the advantages and disadvantages of Budgetary Control.

Section-C

C. **Answer any one from the following.** (10x1= 10)

   a) The following was the expenditure on a contract for Rs. 12,00,000 commenced in January 2023. Materials Rs. 2,40,000. Wages Rs. 3,28,000. Plant Rs. 40,000. Overheads Rs. 17,200. Work uncertified Rs. 8,000. Cash received on account of the contract on 31st December 2023 was Rs. 4,80,000 which is 80% of the work certified. The value of materials in hand was Rs. 12,000. The plant had undergone 20% depreciation. Prepare Contract Account.

   b) Explain the differences between Standard Costing and Budgetary Control.

-: Best of Luck:-

Semester: 3rd Sem. MBA
Batch : 2022-24
Subject: Digital Marketing
Subject Code: 18MBA303C

Date: 15/12/2023
Class Test: II
Duration: 1 Hour
Full Marks: 30

Section-A

A. Answer any four from the following questions. (2X4= 8)

    a) Write the difference between page view and session
    b) How affiliate marketing helps digital marketers?
    c) How to calculate keyword density?
    d) Differentiate between Ad Words and Ad Sense.
    e) What do you mean by Location Based Search?

Section-B

B. Answer any two from the following questions. (6x2 =12)

    a) An e-commerce site is planning for display advertisement for this New Year. Kindly suggest the display plan for the same
    b) In an ad campaign, between CPC and CPM, how do you evaluate which is the better of the two?
    c) Explain AdRank and Ad auction model and importance of AdRank.

Section-C

C. Answer any one from the following. (10x1= 10)

    a) A smart watch company wants to do competitive intelligence in terms of web analytics. Suggests are the company methods to used for tracking competitive intelligence.

    b) How are consumers targeted through online marketing tools? Explain in details.

-: Best of Luck:-

Semester: 3rd Sem. MBA
Batch : 2022-24
Subject: Service Marketing
Subject Code: 18MBA304A

Date: 01/12/2023
Class Test: II
Duration: 1 Hour
Full Marks: 30

Section-A

A. Answer any four from the following questions.   (2X4= 8)

    a) Services Marketing Triangle (Draw).
    b) What is hard standard?
    c) What is a remote encounter?
    d) What is search qualities?
    e) What is credence qualities?

Section-B

B. Answer any two from the following questions.   (6x2 =12)

    a) Explain Service Flower also known as Basic Service Package.
    b) Elaborate SERVQUAL.
    c) What the challenges in services marketing?

Section-C

C. Answer any one from the following.   (10x1= 10)

    a) List 10 methods to manage demand and capacity.

    b) Explain hard standards and soft standards.

-: Best of Luck:-

Section-A

A. Answer any four from the following questions.   (2X4= 8)

    a) Channel Oriented Marketing.

    b) Distribution strength.

    c) Horizontal marketing system.

    d) Merchant intermediary.

    e) Weighted distribution.

Section-B

A. Answer any two from the following questions.   (6x2 =12)

    a) What is channel of distribution? Explain the objectives of distribution channels. Describe the major channels of distribution.

    b) Discuss in brief the concept of a 'Vertical Marketing System' with suitable examples.

    c) How can the behavior of the channel members be managed?

Section-C

B. Answer any one from the following.   (10x1= 10)

    a) "You can eliminate middlemen, but you cannot eliminate essential distribution activities". Elaborate.

    b) Why do conflicts occur in distribution channels? As a sales manager, how could you resolve the channel conflict? State it with examples.

-: Best of Luck:-

Semester: 3rd Sem. MBA
Batch : 2022-24
Subject: Consumer Behaviour
Subject Code: 18MBA301A

Date: 12/12/2023
Class Test: II
Duration: 1 Hour
Full Marks: 30

Section-A

A. Answer any four from the following questions. (2X4= 8)

a) What is compulsive consumption behavior?

b) What is need for cognition in cognitive personality factors?

c) Who are ethnocentric consumers?

d) Write weber's law.

e) Give one example of subliminal perception.

Section-B

B. Answer any two from the following questions. (6x2 =12)
Write Short notes on;

   a) Perceptual selection

   b) Perceptual Mapping

   c) Freud's Principle

Section-C

C. Answer any one from the following. (10x1= 10)

a) Discuss consumer innovativeness related personality traits to differentiate innovators from non-innovators.

b) What is perception? Discuss elements of perception with suitable examples.

-: Best of Luck:-