

Registration No:

Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA301D

3rd Semester Regular/Back Examination: 2023-24

SUBJECT: Supply Chain Management and Logistics

BRANCH(S): BA,FM,FM&HRM,GM,HRM,MM,MBA

Time: 3 Hour

Max Marks: 100

Q.Code : N387

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) Explain the term Line -Haul Rate.
- b) Explain the principle of Milk run.
- c) What do you mean by bonded warehouse?
- d) What is vendor managed Inventory?
- e) Distinguish between Vendor rating and Vendor Evaluation.
- f) What do you mean by Fourth Party Logistics?
- g) What are the internal challenges of SCM?
- h) What do you mean by supply chain strategy?
- i) What are the benefits of Containerization?
- j) What do you mean by cross docking? Why cross docking is needed?

Part-II

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

(6 x 8)

- a) What is bullwhip effect and how does it relate to lack of coordination in Supply Chain?
- b) Identify factors to be considered while designing a distribution network.
- c) Discuss facility decision in detail with the help of a suitable example.
- d) What is warehousing? Explain different functions for which warehouse can be used other than storage.
- e) Explain the current trends and technologies adopted in supply chain outsourcing.
- f) What are the five dimensions of SCM? Explain.
- g) Explain the role of transportation in SCM.
- h) Explain role and importance of reverse logistic in contemporary supply chain.
- i) Differentiate with importance and features of insourcing and Outsourcing.
- j) Write short notes on SCORE Model 4.
- k) What are the benefits of Containerization? Explain its advantages.
- l) What do you mean by Contract? Explain the benefits of Long Term contracts.

Part-III

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

- Q3** (a) What are the basic types of 3PL firms and which are in most prevalent users? (8)
(b) Discuss concept and benefits of automated warehousing system. (8)
- Q4** What are the various types of forecasting Techniques? Discuss their relative advantages and disadvantages in SCM perspectives. (16)
- Q5** What do you mean by supply chain performance? Explain the importance of balanced scorecard in the measurement of supply chain performance. (16)
- Q6** Discuss the role of Information technology in supply chain. What is the impact of e-business in supply chain? Give any example to support your answer. (16)

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Course: MBA
Sub_Code: 18MBA304D

3rd Semester Regular/Back Examination: 2023-24
SUBJECT: Sales and Operation Planning
BRANCH(S): BA, FM, FM&HRM, GM, HRM, MM, MBA
Time: 3 Hour
Max Marks: 100
Q.Code: N491

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)

- Give two distinguishing factors of manufacturing and service organisations.
- Give two factors influencing operations planning.
- Define forecasting error.
- What is seasonal influence in demand forecast?
- What is capacity cushion?
- Give two examples of business functions used in formulating aggregate plan.
- Give two objectives of MRP.
- What is dependent demand?
- What is dispatching?
- What is theory of constraints?

Part-II

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

- What do you mean by Sales and Operations Planning?
- What are the objectives of operations planning and control?
- Draw a comparison between the operations planning and control for manufacturing and service Organisation.
- Differentiate between operations planning and operations control.
- Discuss the factors influencing the make or buy decision.
- Discuss the various capacity alternatives.
- What do you mean by materials requirement planning (MRP)?
- Discuss few reasons for which the capacity planning fails.
- What do you mean by operations scheduling?
- Discuss the forward scheduling and backward scheduling as scheduling approach.
- Discuss the characteristics of labour-intensive operations.
- What do you mean by master production scheduling (MPS)?

Part-III

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

Q3 Explain your understanding of demand forecasting and discuss the major factors influencing the demand forecast. Discuss the various qualitative method for demand forecast. (16)

Q4 Explain the role and need of aggregate planning. Discuss in details the different aggregate planning strategies. (16)

Q5 Discuss the need and purpose of operations scheduling. The following table gives information about five jobs to be done. (16)

Job	Processing Time	Due Time
1	6	9
2	2	6
3	3	18
4	4	11
5	5	8

Use (i) Shortest Operations Time (SOT) and (ii) Critical Ratio rule to find the following

- Optimal Sequence
- Mean Flow Time
- Average Tardiness

Q6 What is Enterprise Resource Planning (ERP)? Discuss how ERP can be used in operations planning and control. (16)

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Course: MBA
Sub_Code: 18MBA303D

3rd Semester Regular/Back Examination: 2023-24
SUBJECT: Operations Strategy
BRANCH(S): BA, FM, FM&HRM, GM, HRM, MM, MBA
Time: 3 Hour
Max Marks: 100
Q.Code: N646

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) How operations strategy helps in improving business?
 - b) Explain "Speed" as performance objective.
 - c) What do you mean by variety focus?
 - d) What is capacity-lagging strategy?
 - e) Give four important factors influencing the choice of location.
 - f) Give two points each in favour and against the outsourcing.
 - g) What do you mean by automation in process technology?
 - h) Give an example of process technology investment to improve the quality.
 - i) What do you mean by value chain analysis?
 - j) What do you mean by fourth party logistics (4PL)?

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)
- a) Discuss the importance of operations strategy.
 - b) Differentiate between the content and the process of the operations strategy.
 - c) Discuss the performance objectives of operations.
 - d) What are the important issues which shall be considered while changing the capacity level?
 - e) What is process technology strategy?
 - f) What is strategic importance of product/service development?
 - g) What do you mean by forward and backward vertical integration?
 - h) Discuss the strategic risks involved in outsourcing.
 - i) Discuss the supply network strategy.
 - j) What are Lean operations?
 - k) What do you mean by breakthrough or innovation-based improvement.
 - l) Discuss the environmental sustainability strategy.

Part-III

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

- Q3** Explain in details the operations strategy. Discuss the operations strategy matrix with an example. (16)
- Q4** What do you mean by capacity strategy? Discuss the factors influencing the timing of capacity change. (16)
- Q5** Discuss the operations strategy analysis for product/service development in details. (16)
- Q6** Discuss the meaning and elements of Total Quality Management (TQM). Explain how TQM, fits into operations strategy. (16)

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Course: MBA
Sub_Code: 18MBA302D

3rd Semester Regular/Back Examination: 2023-24
SUBJECT: Pricing and Revenue Management
BRANCH(S): BA, FM, FM&HRM, GM, HRM, MM, MBA
Time: 3 Hour
Max Marks: 100
Q. Code: N422

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 with examples: (2 x 10)
- a) What is dynamic pricing?
 - b) What is skimming pricing? Give an example.
 - c) What is penetration pricing? Give an example.
 - d) Define Oligopoly.
 - e) What is monopolistic competition?
 - f) Explain Opportunity cost.
 - g) Why is simulation necessary?
 - h) What do you mean by peak load pricing?
 - i) Why is cost-revenue trade off so important today?
 - j) Name some service sectors where dynamic pricing is followed.

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)
- a) What are the steps involved in setting the price of a product?
 - b) Explain single product dynamic pricing model with replenishment.
 - c) Discuss the different types of pricing of products and services.
 - d) Explain in detail multi product and multi-source pricing.
 - e) Explain how price is determined under perfectly competitive market.
 - f) Explain through a diagram how price is determined under monopoly.
 - g) Explain the features of oligopoly and monopolistic markets.
 - h) Explain the different types of controls.
 - i) Discuss the theory of optimal network control.
 - j) What are the methods involved in bid-price control.
 - k) How is revenue management undertaken in case of airlines? Explain.
 - l) What is generic pricing? What strategies are followed in generic pricing?

Part-III

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

- Q3** What is LPP? Explain the assumptions and applications in adopting a pricing policy. (16)
- Q4** What factors would you consider to determine the pricing policy and what are its objects? (16)
- Q5** Explain the revenue management practices applied to hotels and hospitals. (16)
- Q6** Write short notes on the following. (16)
- a) non optimality of bid price control
 - b) structure of optimal control