



Paper ID : 250164

Printed Page: 1 of 2
Subject Code: KMBNOM04

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MBA
(SEM IV) THEORY EXAMINATION 2024-25
PROJECT AND SOURCING MANAGEMENT

TIME: 3 HRS**M.MARKS: 100****Note:** Attempt all Sections. In case of any missing data; choose suitably.**SECTION A****1. Attempt all questions in brief.****2 x 10 = 20**

Q no.	Question
a.	Define sourcing with an example.
b.	What is meant by the purchasing cycle?
c.	What is vendor rating?
d.	Differentiate between sourcing and procurement.
e.	Write any two differences between PERT and CPM.
f.	How can the risks associated with the purchasing process be effectively mitigated?
g.	What is a Gantt chart?
h.	Mention any two key responsibilities of a purchasing manager in an organization.
i.	State two benefits of measuring supplier performance.
j.	What is Activity Based Costing?

SECTION B**2. Attempt any three of the following:****10 x 3 = 30**

a.	Discuss the 8 R's of purchasing and their importance in purchasing decisions with examples.
b.	Describe different vendor rating methods and their advantages.
c.	Explain the different types of pricing strategies used by businesses. Support your answer with relevant examples.
d.	Define a project and explain its key characteristics in detail.
e.	Explain the fundamental components of project cost with suitable examples.

SECTION C**3. Attempt any one part of the following:****10 x 1 = 10**

a.	<p>Case Study:</p> <p>“XYZ Pharma Ltd.”, a mid-sized pharmaceutical company based in Gujarat, is expanding its production of Ayurvedic wellness supplements. One key ingredient, Ashwagandha extract, can either be purchased from a trusted herbal supplier in Kerala or produced in-house by setting up an extraction unit.</p> <p>The procurement team found that the market price for Ashwagandha extract is ₹1,100 per kg, while in-house production would cost ₹850 per kg (after initial fixed investment). However, in-house production would require ₹18 lakhs as initial capital for setting up equipment and hiring skilled labour.</p> <p>The management is also concerned about:</p> <ul style="list-style-type: none"> • Consistency in quality • Risks involved in the supply chain& • Long-term profitability <p>After a detailed analysis, the company decides to purchase the extract for the first two years and evaluate in-house production afterward.</p>
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	<p>Questions:</p> <p>a. What make-or-buy decision did “XYZ Pharma Ltd.” take, and how could this choice affect their future growth and control over quality?</p> <p>b. What significant factors do you think were considered by “XYZ Pharma Ltd.” in making the decision?</p> <p>c. Discuss the potential advantages and disadvantages of the selected decision.</p> <p>d. In what scenario would in-house production become a better option in the future?</p>
b.	Describe different types of projects with suitable examples.
4.	Attempt any one part of the following: 10 x 1 = 10
a.	Explain the key tools and techniques used in project scheduling and network design.
b.	Discuss the essential skills required for a successful negotiator in sourcing. Also, highlight at least three common obstacles that can hinder effective negotiation.
5.	Attempt any one part of the following: 10 x 1 = 10
a.	Define the concept of a Project Life Cycle. Elaborate on its various phases and discuss the importance of each phase in effective project management.
b.	Discuss the major factors influencing the selection of optimal suppliers or vendor rating.
6.	Attempt any one part of the following: 10 x 1 = 10
a.	<p>Case Study:</p> <p>Amul, a prominent dairy cooperative in India, intends to introduce a new line of high-protein yoghurt aimed towards urban millennials. As it prepares to price the product, the management team must balance several factors, including production costs, competitive pricing from brands like Nestlé and Epigamia, and consumer willingness to pay. Amul also wants to use this product to strengthen its market position and brand loyalty, while ensuring affordability and profitability.</p> <p>Questions: Based on the above scenario:</p> <p>a. Identify and explain any four objectives of pricing that Amul should consider when launching the new product.</p> <p>b. Discuss at least four key factors that will influence Amul’s pricing decision in this case. https://www.aktuonline.com</p> <p>c. Suggest a suitable pricing strategy Amul can adopt and justify your choice.</p>
b.	What is project termination? Discuss the different types of project terminations.
7.	Attempt any one part of the following: 10 x 1 = 10
a.	Discuss the application of PERT and CPM techniques in project management.
b.	Elucidate the essential components of project costs with suitable examples.