UPES
UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – July, 2020

Program: BBA LM   **Semester : IV**
Subject/Course: Demand Planning and Forecasting   **Max. Marks: 100**
Course Code: LSCM 2008   **Duration : 3 Hours**

IMPORTANT INSTRUCTIONS

1. *The student must write his/her name and enrolment no. in the space designated above.*
2. *The questions have to be answered in this MS Word document.*
3. *After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.*

		Marks	COs
Q.1	Discuss and identify an appropriate time horizon for forecasting by considering the push and pull view of the following: a) Augmenting the capacity in a machine shop b) Use of bio-fertilizers in Dehradun	20	CO1
Q.2	Sketch in detail three forecasts that you make routinely and probably informally, in your daily life. What decisions are aided by your three forecasts? How might you measure the "goodness" of your three forecasts? How to identify your forecast is whether 'good' or 'bad'?	20	CO1, CO2
Q.3	In XUV Corporation Ltd, the forecasters looks for data patterns as: *Data = Historic Pattern + Random Variation* What are the types of "*Historic pattern*" to be forecasted by the forecasters? Give suitable examples to support your statement. Also, define the term *"Random Variation/Movements"* with an example.	20	CO2
Q.4	*"Forecast error increases as the distance from customer increases"*. Consider this statement to explain the concept of Bullwhip effect in the supply chain of Nerolac paints. Whether it is doing CPFR or not? Give reasons.	20	CO3
Q.5	Consider any manufacturing company that needs forecasting in their production and operations management. Give reasons to support your answer by considering the following parameters: a) New facility planning, b) Financial planning	20	CO4

ANSWERS