UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, May 2021

Course: Demand Planning and Forecasting Semester: IV
Program: BBA LM (IV) Time: 03 hrs.
Course code: LSCM 2008 Max. Marks: 100

SECTION A

1. **Each Question will carry 5 Marks**
2. **Instruction: Complete the statement / Select the correct answer(s)**

S.No	Question	CO
Q 1	Fill in the blanks: a) _____ is a specialty-forecasting package. b) ARIMA stands for _____. c) Forward projection of variables is defined as _____. d) Cash budgeting is one of the example of _____ forecasting time horizon. e) Bullwhip effect is also known as _____.	CO1
Q 2	True/False statements: a) Causal Model is also known as Association Modelling. b) Smoothing coefficient is also known as weighted average method. c) Tracking signal is used to identify whether model is working perfectly or not. d) Winter's model is also known as triple exponential smoothing method includes constant and seasonality. e) MAPD stands for Measuring Absolute Percent Derivation.	CO2
Q 3	The full form of CPFR is _____ model and have eight collaborative task which form a cycle of four activities namely _____, _____, _____, and _____.	CO3
Q 4	The five tools for market intelligence are _____, _____, _____, _____, and _____.	CO3
Q 5	List down five mathematical approaches to Aggregate Planning namely, a) _____ b) _____ c) _____ d) _____ e) _____	CO4

Q 6	Write the full form of the following strategies to connect sales with production:
	    a) ATP _____.
	    b) CTO _____.
	    c) ETO _____.
	    d) MTS _____.
	    e) MTO _____.
		CO4

SECTION B

1. **Each question will carry 10 marks**
2. **Instruction: Write short / brief notes in your own words only.**

Q 7	What are the elements and objectives of technological forecasting? Explain in your own words.	**CO1**
Q 8	From the below statement, discuss the type of forecast and its time horizon in your own words. *Organic Foam Analytics, a highly specialized mutual fund investing exclusively in airline stocks. The stocks held by the fund are chosen based on your recommendations. You learn that a newly rich oil-producing company has requested bids on a huge contract to deliver 30 state of the art fighter planes, and that only two companies have submitted bids. The stock of the successful bidder is likely to rise.* **OR** Consider a topic "electric vehicles", what would be the future in India. (Example: Future of money, future of learning, future of religion, etc.). Make a quick forecast: How might this topic be different in the future, if electric vehicle become more commonplace? Just share some possibilities.	**CO1**
Q 9	Define the term *"Holt's trend-corrected double exponential smoothing"* in your own words. Also, write down all the equations for it.	**CO2**
Q 10	Explain *"Seasonality Index"*. What are steps involved in calculating the forecasting seasonality? Support your answer with an example.	**CO2**
Q 11	How dependent demand is different from independent demand? Give examples to support your answer.	**CO4**

SECTION C

1. **Each Question carries 20 Marks.**
2. **Instruction: Write long answer.**

Q 12	What role does forecasting play in the supply chain of Indigo paints and Asian paints including push and pull view. Do comparative analysis for both paint companies. Which company is doing collaborative forecasting and why? Give your viewpoint.	**CO3**