

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – July, 2020

Program: MBA LSCM
Subject/Course: Demand Planning and Forecasting
Course Code: LSCM 7009

Semester : II
Max. Marks: 100
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	Consider a scenario and discuss the nature of the object to be forecast, forecast type, and forecast horizon. <i>You work for Serotech Orgo 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.</i>	20	CO1
Q.2	You are asked to provide sales forecasts of several products for a large biscuit manufacturing company. Define the steps to perform an effective forecasting in the context of this company.	20	CO2
Q.3	Does exponential smoothing track a trend in the demand satisfactorily? What is the reason? Are both moving averages method and the exponential smoothing method of forecasting related? How and why?	20	CO3
Q.4	Consider the following scenario: <i>You run UCIO, a British utility supplying electricity to the London metropolitan area. You need to decide how much capacity to have on line, and two conflicting goals must be resolved in order to make an appropriate decision. You obviously want to have enough capacity to meet average demand, but that is not enough, because demand is uneven throughout the year. In particular, demand skyrockets during summer heat waves -- which occur randomly -- as more and more people run their air conditioners constantly. If you don't have sufficient</i>	20	CO1, CO2

	<p><i>capacity to meet peak demand, you get bad press. On the other hand, if you have a large amount of excess capacity over most of the year, you also get bad press.</i></p> <p>What sorts of forecasts would be useful in the following decision making situations? Why? What sorts of data might you need to produce such forecasts?</p>		
Q.5	<p>What are the levels of aggregation in forecasting for a manufacturing organization? How this hierarchy of forecasts should be linked and used?</p>	20	CO4