

IV B.Tech. I Semester MODEL QUESTION PAPER

UNIVERSAL HUMAN VALUES-2: UNDERSTANDING HARMONY

(Common to AIDS, CSBS, CSE, IT & ME)

Time: 3 Hrs

Max. Marks: 70 M

Answer ONE Question from EACH UNIT

All questions carry equal marks

			CO	KL	M
UNIT-I					
1.	a).	Discuss natural acceptance.	1	2	7
	b).	Differentiate prosperity and deprivation.	1	2	7
OR					
2.	a).	Write a note on physical facilities.	1	2	7
	b).	Deliberate the right understanding in perspective to self-exploration.	1	2	7
UNIT-II					
3.	a).	Illustrate coexistence of "I" and "Body".	2	2	7
	b).	Explain doer, seer and enjoyer.	2	2	7
OR					
4.	a).	Discuss Characteristic activities of Harmony with "I".	2	2	7
	b).	Explain Sanyam and Health.	2	2	7
UNIT-III					
5.	a).	Write a note on human-human relationship as regarding harmony.	3	2	7
	b).	Differentiate intention and competence.	3	2	7
OR					
6.	a).	Discuss salient values in relationship.	3	2	7
	b).	Illustrate universal Harmonious Society - an Undivided society.	3	2	7
UNIT-IV					
7		Discuss orders of life in nature and its significance self-regulation of individual.	4	2	14
OR					
8.		Illustrate existence of human being as coexistence with universe in perspective of space.	4	2	14
UNIT-V					
9.		Discuss importance of professional competence for augmenting universal human order.	5	3	14

OR					
10.	a).	Case study of typical holistic technologies.	5	3	7
	b).	Role of engineer in promoting harmony in society.	5	3	7
		CO-COURSE OUTCOME	KL-KNOWLEDGE LEVEL		M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks



Course code: B20CB4101					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE(A)				R20	
IV B.Tech. I Semester MODEL QUESTION PAPER					
BUSINESS STRATEGY					
Computer Science & Business Systems					
Time: 3Hrs.		Max. Marks: 70M			
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if required					
			CO	KL	M
UNIT-I					
1.	What is the importance of strategic management and explain the hierarchy of strategic intent framework.		1	2	14
OR					
2.	Describe the concept of fit and configuration perspectives in strategic management?		1	2	14
UNIT-II					
3.	Rather it is based on knowledge, know-how, intellectual assets- all embedded in people? Explain		2	2	14
OR					
4.	Identify the sources of sustained competitive advantages?		2	2	14
UNIT-III					
5.	What are the five forces of industry attractiveness that shapes the strategy?		3	2	14
OR					
6.	Explain the Porter's Generic strategies to grab the market share?		3	2	14
UNIT-IV					
7.	Define strategy? How do you ensure that implementing a strategy will be successful?		4	2	14
OR					
8.	Discuss the unique strategic alliances that companies will choose.		4	2	14
UNIT-V					
9.	How does McKinsey's 7S Framework help organizations in strategy implementation?		5	2	14
OR					
10.	Distinguish the strategic control and corporate governance.		5	2	14
CO-COURSE OUTCOME			KL-KNOWLEDGE LEVEL		M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks

Course code: B20CB4102					
SAGIRAMAKRISHNAMRAJUENGINEERINGCOLLEGE(A)				R20	
IV B.Tech. I Semester MODEL QUESTION PAPER					
BUSINESS ENVIRONMENT					
Computer Science & Business Systems					
Time: 3Hrs.			Max. Marks: 70M		
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if required					
			CO	KL	M
UNIT-I					
1.	Explain elasticity of demand with its determinants. Distinguish Individual, firm and market demand.	1	3	14	
OR					
2.	What is cost? Identify the relationship between average and marginal cost in short run and long run.	1	3	14	
UNIT-II					
3.	Explain the main objectives of liberalization and its impact in India.	2	4	14	
OR					
4.	Write the importance of FDI and explain the types of FDI?	2	4	14	
UNIT-III					
5.	State Companies Act 1956. Classify different kinds of companies?	3	4	14	
OR					
6.	Write the definition of Competition Act 2002 and Analyze the types of Anti-Competitive agreement prohibition?	3	4	14	
UNIT-IV					
7.	Explain how to calculate the population growth rate using formulae in various cases.	4	4	14	
OR					
8.	Define attitude and explain the attitude towards product quality and customer service.	4	4	14	
UNIT-V					
9.	Explain the basic infrastructure levels in technological environment?	5	4	14	
OR					
10.	How can technological adaptation lead to competitive advantage? Explain.	5	4	14	
CO-COURSE OUTCOME		KL-KNOWLEDGE LEVEL		M-MARKS	

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks

Course code: B20CB4103					
SAGIRAMAKRISHNAMRAJUENGINEERINGCOLLEGE(A)					R20
IV B.Tech. I Semester MODEL QUESTION PAPER					
INTERNET OF THINGS					
Computer Science & Business Systems					
Time: 3Hrs.			Max. Marks: 70M		
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if required					
			CO	KL	M
UNIT-I					
1.	a)	Briefly explain about Internet of Things Technology?	1	2	7
	b)	Write about the behind IoTs sources of the IoTs.	1	2	7
OR					
2.	a)	Discuss M2M Communication.	1	2	7
	b)	Write the design principles for connected devices.	1	2	7
UNIT-II					
3.	a)	Briefly explain about modified OSI Stack for the IoT/M2M Systems.	2	2	7
	b)	Discuss about high-level capabilities, communication technologies.	2	2	7
OR					
4.	a)	Explain in brief about Data Enrichment and Consolidation.	2	2	7
	b)	Explain device management gateway ease of designing and affordability.	2	2	7
UNIT-III					
5.	a)	Design Principles for the Web Connectivity for Connected-Devices.	3	2	7
	b)	Discuss about the Web Communication protocols for Connected Devices.	3	2	7
OR					
6.	a)	Discuss about the Message Communication protocols for Connected Devices.	3	2	7
	b)	Explain the Web Connectivity for Connected-Devices.	3	2	7
UNIT-IV					
7.	a)	Write the wired communication technologies.	4	3	7
	b)	Explain the Network Layer of IoT, 6lowPAN adaptation layer for devices with limited resources.	4	2	7
OR					
8.	a)	Explain about Dynamic routing protocols for wireless adhoc networks Communication protocols for IoT.	4	2	7
	b)	Explain the communication protocols based on the exchange of	4	2	7

		messages(MQTT).			
		UNIT-V			
9.	a)	Write about Data Acquiring, Organizing and Analytics in IoT/M2M, Applications/ Services.	5	3	7
	b)	Discuss about the IOT/M2M Data Acquiring and Storage.	5	2	7
		OR			
10.	a)	Discuss about Business Models for Business Processes in the Internet Of Things, Organizing Data.	5	2	7
	b)	Write about Transactions, Business Processes, Integration and Enterprise Systems.	5	3	7
		CO-COURSE OUTCOME	KL-KNOWLEDGE LEVEL	M-MARKS	

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks



IV B.Tech. I Semester MODEL QUESTION PAPER

BIGDATA ANALYTICS

Computer Science & Business Systems

Time: 3 Hrs.

Max. Marks: 70 M

Answer ONE Question from EACH UNIT

All questions carry equal marks

Assume suitable data if necessary

			CO	KL	M
UNIT-I					
1.	a)	List out different challenges in Conventional Systems while handling big data.	1	3	6
	b)	Discuss about Google File System (GFS)? List out differences between HDFS and GFS	1	3	8
OR					
2.	a)	What are the types of Big Data and Describe the characteristics of Big Data?	1	3	6
	b)	What is HDFS? Explain about the building blocks of Hadoop?	1	3	8
UNIT-II					
3.	a)	Explain how mapreduce jobs run on YARN	2	3	7
	b)	How sorting & shuffling is organized in map and reduce phases.	2	3	7
OR					
4.	a)	Discuss about different counters in mapreduce framework	2	3	7
	b)	What is serialization and Deserialization? Explain about java interfaces used in mapreduce programming?	2	3	7
UNIT-III					
5.	a)	Write a mapreduce program to implement Friends of Friends algorithm.	3	3	7
	b)	Explain about map side join? List the advantages and limitations of Map side join?	3	3	7
OR					
6.	a)	Write a mapreduce program to implement Matrix multiplication algorithm.	3	4	7
	b)	What is combiner? With a suitable example explain its advantages and limitations	3	4	7
UNIT-IV					
7.	a)	Explain the Stream Model and Data Stream Management System Architecture.	4	3	7
	b)	Explain how to count 1's in a window using DGIM algorithm.	4	3	7

		OR			
8.	a)	What is Filtering Stream? Analyze the Bloom Filter with an example.	4	3	7
	b)	With a suitable example explain decaying window algorithm for Finding most popular elements.	4	3	7
		UNIT-V			
9.	a)	With suitable examples explain the given features of PigLatin scripting language. i) LOAD ii) DUMP iii) STORE iv) FOREACH v) GROUP BY	5	3	7
	b)	What is Zookeeper? explain its features with applications	5	3	7
		OR			
10.	a)	Explain the architecture of HIVE? List the features of HiveQL.	5	3	6
	b)	With a neat sketch explain different components of HBase architecture? How it is different from Traditional Data Base?	5	3	8

CO-COURSE OUTCOME

KL-KNOWLEDGE LEVEL

M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks



IV B. Tech I Semester MODEL QUESTION PAPER

SOCIAL and WEB ANALYTICS

Computer Science & Business Systems

Time: 3 Hrs.

Max. Marks: 70 M

Answer ONE Question from EACH UNIT

All questions carry equal marks

Assume suitable data if required

			CO	KL	M
UNIT-I					
1.	a)	Explain Briefly SMA in Small organizations and SMA in large organizations	1	2	7
	b)	Explain Application of SMA in different areas	1	2	7
OR					
2.	a)	How social media analytics can be used in Education sector? Explain with hypothetical example.	1	2	7
	b)	What is social media analytics? How does social media analytics work?	1	2	7
UNIT-II					
3.	a)	Explain Link analysis in making Connections	2	2	7
	b)	Define Web crawling and Indexing? Explain A/B testing process.	2	2	7
OR					
4.	a)	Explain Click Stream Analysis	2	2	7
	b)	Discuss the techniques of natural language processing	2	2	7
UNIT-III					
5.	a)	Explain the process through which one can analyze reach and engagement in Facebook with proper examples.	3	2	7
	b)	Explain various techniques to measure social media campaigns.	3	2	7
OR					
6.	a)	What engagement metrics are available for Facebook analytics?	3	2	7
	b)	What is Instagram campaign? Create a campaign for amul as a dairy brand with proper diagram and examples?	3	2	7
UNIT-IV					
7.	a)	Explain processing and visualizing of data with proper examples	4	2	7
	b)	What is Python programming? Explain its use in social media analytics.	4	2	7
OR					
8.	a)	Explain role of unity30 in advertising and Game analytics.	4	2	7
	b)	Explain Collecting and analyzing social media data with proper examples	4	2	7
UNIT-V					
9.		CASE STUDY: A day after Reliance Industries' Mukesh Ambani			

	<p>kicked-off his company’s ambitious telecom venture, India woke up to full front-page advertisements of Prime Minister Narendra Modi in what appeared to be an advertising campaign for Reliance Jio. “In the journey of time, there come a few life changing moments. Our honorable Prime Minister’s inspiring vision of a Digital India is one such movement. Jio is dedicated to realizing our Prime Minister’s Digital India vision for 1.2 billion Indians. Jio Digital Life will give the power of data to each Indian, to fulfil every dream and collectively take India to the global digital leadership...,” reads a paragraph of text that comes just below an image of Modi in dark blue jacket, which is incidentally the same color as Jio’s logo. Over the course of the day, irate readers and citizens vented their surprise and anger over a Prime Minister endorsing a private product. By evening, the television advertisements had started. A ninety-second clip starts with images of India’s most famous icons: Swami Vivekanand, Mahatma Gandhi, Rabindranath Tagore and Mother Teresa. This gives way to a portion of Modi’s Independence Day speech this year, where the prime minister speaks of his government’s Digital India programme and how it will uplift India. The final portion links Reliance Jio’s aims specifically with Digital India, and talks of how the service will connect India’s 1.2 billion people with free voice calls. “The video, if not the newspaper advertisements, seem to be very cleverly played. There are no specific talks of a product or product launch. They have tried to play it off as a dedication to Digital India, even though it’s clearly obvious that it is not. I mean it comes one day after Jio launched,” said the senior executive of one of India’s largest advertising and public relations firm.</p>				
	a)	How social campaigns were used for promotion of Jio? Explain with proper examples according to this case.	5	2	7
	b)	According to you, is it ethical for a private company to use a serving Prime Minister’s name for their advertising campaign? Justify your answer with reasons.	5	2	7
		OR			
10.		<p>CASE STUDY: Honda Cars India is one of the pioneers in the automotive industry in India, with a 70-year legacy in engineering and technology. In India, compact sedans and eSUVs are on the rise. To successfully dominate both segments, the auto brand hired Interactive Avenues, one of the first full-service digital agencies in the 14 2 country. The agency used the Facebook family of apps to raise awareness and drive consideration for both the Honda Amaze and Honda WR-V. In the automotive category, the customer journey is a long process that involves extensive research before people take action. With this understanding, Honda Cars India adopted a “full-</p>			

	<p>funnel” strategy, which consisted of running two campaigns on Facebook. The first campaign had an awareness objective and was aimed at promoting discovery. The second had a conversion objective to encourage purchases. Together with its marketing agency, Interactive Avenues, Honda Cars India looked to Facebook for the customer insights and quality leads that would effectively drive discovery and sales for the Honda Amaze and Honda WR-V. With demographic and location targeting, Honda Cars India reached people in specific regions and cities in India. The brand used reach and frequency buying to connect with its audiences often enough to have an impact. It used a storytelling strategy to arrange the ad sequence, and selected automatic placements to run the campaign across Facebook family of apps to reach more people. The brand ran attractive photo and video ads in a carousel format, which featured the cars’ key highlights to grab people’s attention and deliver impactful messaging. Interested customers could click through to learn more about the car models on the Honda Cars India website. Honda Cars India used information from the Facebook pixel on its website to create Custom Audiences of people who: completed a lead form but weren’t verified leads, were verified leads who did not take a test drive, took a test drive but did not purchase. The brand customised ads for each group to reach them again and entice them to take action. The brand also determined the level of purchase intent from the video view duration and served ads showing car features to those with low intent, ads featuring car reviews to people of medium intent, and ads highlighting introductory offers to those with high intent. It also created lookalike audiences based on the Custom Audiences to reach more potential customers. Honda Cars India served its ads in different languages (English, Hindi and Tamil) to people in different regions of India. By engaging its regional audiences in their native languages, the brand enhanced ad recall and drove higher brand association. The brand also partnered with the Facebook team to transform its existing photo assets into mobile-optimised videos. The videos were short, edited for sound-off viewing and framed for mobile phones. Using Facebook’s easy-to-use Create to Convert framework, Honda Cars India also added lightweight motion to the photos and turned them into videos with a clear call to action at the end to encourage conversion.</p>				
	a)	Explain various pros and cons of campaign use by Honda.	5	2	7
	b)	How to Design a social media campaign for Honda in any another social media.	5	2	7
		CO-COURSE OUTCOME	KL-KNOWLEDGE LEVEL		M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks

Course code: B20CB4106					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE(A)				R20	
IV B.Tech. I Semester MODEL QUESTION PAPER					
FINANCIAL MANAGEMENT					
Computer Science & Business Systems					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if required					
			CO	KL	M
UNIT-I					
1.		Define Financial Management. Explain the important decisions of Financial Manager.	1	4	14
OR					
2		Explain the different sources of finance in detail	1	4	14
UNIT-II					
3.	a).	Discuss the importance of Time Value of Money	2	3	7
	b).	Compute the present value of each of the following cash flows using a discount rate of 14 percent Rs. 4000 cash outflow immediately Rs. 5000 cash inflow one year from now Rs. 7000 cash inflow two years from now	2	3	7
OR					
4.		Define Capital Budgeting? Discuss in detail about Capital Budgeting Techniques	2	3	14
UNIT-III					
5.		The capital structure of ABC Ltd., consists of the following securities Equity shares of Rs.100 each Rs.5,00,000 12% Preference shares Rs.50,000 8% Debentures Rs.4,50,000 Operating profit (EBIT) of Rs.1,80,000 and the company is in 50% tax bracket Calculate the company's EPS Calculate degree of financial leverage	3	4	14
OR					
6.		Discuss about any two theories of capital structure.	3	4	14
UNIT-IV					
7		Define Dividend? Explain the dividend forms and factors influencing the dividend policy.	4	4	14
OR					

8	Explain in detail about MM theory of Dividend	4	4	14
	UNIT-V			
9.	Define Working capital? Discuss the factors influencing the working capital requirement	5	3	14
	OR			
10.	Define cash management and explain the motives of holding cash and methods of optimum cash balance	5	3	14
	CO-COURSE OUTCOME	KL-KNOWLEDGE LEVEL	M-MARKS	

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks



Course Code: B20CB4107					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R20
IV B.Tech. I Semester MODEL QUESTION PAPER					
CLOUD COMPUTING					
Computer Science & Business Systems					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if necessary					
			CO	KL	M
UNIT-I					
1	a).	Explain network centric content and computing	1	3	7
	b).	Identify Desirable Properties of P2P Systems	1	2	7
OR					
2	a).	Define Cloud Computing. List and define the delivery models of Cloud Computing.	1	2	7
	b).	Illustrate the concept of logical clocks with meat diagram	1	3	7
UNIT-II					
3	a).	Define the terms related to AWS: EBS, AMI, Cloud Watch, Auto Scaling.	2	2	7
	b).	Discuss about the energy use by data centres and its economic and ecological impact.	2	3	7
OR					
4	a).	Summarize the components of Azure cloud.	2	3	7
	b).	Discuss about Challenges for cloud, existing cloud applications and new opportunities.	2	3	7
UNIT-III					
5	a).	Virtualization simulates the interface to physical objects of any one of four means. Identify and define	3	3	7
	b).	Explaining Fair Queue.	3	3	7
OR					
6	a).	Differentiate full and para-Virtualization.	3	3	7
	b).	Explain about stability of two-level resource allocation architecture.	3	3	7
UNIT -IV					
7	a).	Differentiate distributed file systems, general parallel file systems. Google file system.	4	2	7
	b).	Explain about Amazon Simple Storage Service.	4	2	7
OR					

8	a).	Explain about security risks	4	3	7
	b).	Discuss about trust in cloud security.	4	3	7
		UNIT-V			
9	a).	Discuss about security rules of transport and application layers protocols in EC2.	5	3	7
	b).	How to use S3 in Java.	5	3	7
		OR			
10	a).	Summarize the features of Google web tool kit	5	3	7
	b).	Elaborate on share point services and Exchange Online.	5	3	7

CO-COURSE OUTCOME

KL-KNOWLEDGE LEVEL

M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks



SRKR

ENGINEERING COLLEGE

AUTONOMOUS

Course Code: B20CB4108					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R20
IVB.Tech. I Semester MODEL QUESTION PAPER					
MEAN STACK TECHNOLOGIES					
Computer Science & Business Systems					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if necessary					
			CO	KL	M
UNIT-1					
1.	a).	Explain the different types of HTML Elements and Attributes?	1	2	7
	b).	Explain different types of forms in HTML?	1	2	7
OR					
2.	a).	Explain the Table Properties in HTML with an example?	1	2	7
	b).	Explain about Document Object Model (DOM)?	1	2	7
UNIT-2					
3.	a).	What are the different types of objects available in Java Script?	2	2	7
	b).	Explain Pattern Matching using Regular Expressions with example?	2	2	7
OR					
4.	a).	Illustrate Form Validation in JavaScript with an example?	2	2	7
	b).	Explain about objects in JavaScript with an example?	2	2	7
UNIT-3					
5.	a).	Demonstrate the different modules in Node JS?	3	3	7
	b).	Implement MVC in Express with Example.	3	3	7
OR					
6.	a).	Explain about the types of Middleware in Express JS?	3	2	7
	b).	How Does Express Routing work?	3	2	7
UNIT-4					
7.	a).	Explain about the Shadow DOM objects?	4	2	7
	b).	Explain about Files in React JS ?	4	2	7
OR					
8.	a).	Explain about Web Linking, Conditional Requests?	4	2	7
	b).	Illustrate Constructing Elements with Data, React Components?	4	2	7
UNIT-5					
9.	a).	Describe MONGO DB Architecture with a neat diagram?	5	2	7
	b).	What are cloud platforms, and how can they be used for application Deployment?	5	2	7

OR					
10.	a).	How can you Create a Data Base and Collection in MongoDB?	5	3	7
	b).	What are the Key features of MongoDB ?	5	2	7

CO-COURSE OUTCOME

KL-KNOWLEDGE LEVEL

M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks



Course code: B20CB4109					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE(A)					R20
IV B.Tech. I Semester MODEL QUESTION PAPER					
BUSINESS INTELLIGENCE					
Computer Science & Business Systems					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if required					
			CO	KL	M
UNIT-I					
1	a).	List and explain the components of the Business Pressures–Responses–Support Model.	1	2	7
	b).	Write about the Architecture of Business Intelligence?	1	2	7
OR					
2	a).	Explain the value of Business intelligence and key performance indicators in detail.	1	2	14
UNIT –II					
3	a).	Describe the data warehousing process and its major components.	2	2	7
	b).	How does a data warehouse differ from a database? Differentiate among a data mart, an ODS, and an EDW.	2	3	7
OR					
4	a).	What issues should be considered when deciding which architecture to use in developing a data warehouse? List the 10 most important factors.	2	2	7
	b).	What are the key similarities and differences between a two-tiered architecture and a three-tiered architecture?	2	3	7
UNIT –III					
5	a).	Explain about artificial neural networks in detail.	3	2	7
	b).	Illustrate the difference between text and web mining.	3	3	7
OR					
6	a).	What are the various applications of Data mining?	3	2	7
	b).	Discuss the terms Web structure mining and Web usage mining.	3	2	7
UNIT –IV					
7	a).	What are the various business rules available? Discuss briefly.	4	2	7
	b).	What is the Value Proposition of Business Rules? Explain.	4	2	7
OR					
8	a).	Explain different approaches for Business rule system.	4	2	7
	b).	What are the various sources of business rules and explain their management approach.	4	2	7

UNIT –V					
9	a).	What are some challenges businesses may face when implementing Business Intelligence?	5	2	7
	b).	How do we connect components in BI systems? Explain briefly.	5	2	7
OR					
10	a).	Discuss the different issues with legality and explain how privacy is provided.	5	2	7
	b).	Explain in detail about social networking and BI.	5	2	7
CO-COURSE OUTCOME			KL-KNOWLEDGE LEVEL		M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks



Course code: B20CB4110					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE(A)				R20	
IV BTech. I Semester MODEL QUESTION PAPER					
IT PROJECT MANAGEMENT					
Computer Science & Business Systems					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if necessary					
			CO	KL	M
UNIT-I					
1	a)	What is Market? How can you analyze it?	1	2	7
	b)	Explain the various phases in project identification.	1	3	7
OR					
2	a)	Briefly explain about any one cost estimate model.	1	3	7
	b)	List various steps of Financial appraisal Explain each in detail.	1	2	7
UNIT-II					
3	a)	Explain the critical path calculation.	2	3	7
	b)	Explain and analyze project scheduling.	2	3	7
OR					
4	a)	Differentiate between PERT and CPM.	2	3	7
	b)	Interpret the float calculation.	2	3	7
UNIT-III					
5	a)	How resources are scheduled?	3	3	7
	b)	What are leveling resources?	3	2	7
OR					
6	a)	Explain the vital parameters in project control.	3	2	7
	b)	Describe the risk analysis in project.	3	2	7
UNIT-IV					
7	a)	Write about the Agile principles.	4	2	7
	b)	Explain about any one Agile methodology.	4	2	7
OR					
8	a)	Explain sprint backlog, retro perspective.	4	2	7
	b)	Explain the best practices of Scrum.	4	2	7
UNIT-V					
9	a)	Explain about DevOps components.	5	2	7
	b)	Write a short note on Test-Driven development.	5	2	7
OR					

10	a)	Describe about configuration management?	5	2	7
	b)	Describe XP in detail.	5	2	7

CO-COURSE OUTCOME

KL-KNOWLEDGE LEVEL

M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks



Course code: B20CB4111					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE(A)				R20	
IV B.Tech. I Semester MODEL QUESTION PAPER					
DEEP LEARNING					
Computer Science & Business Systems					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if necessary					
			CO	KL	M
UNIT-I					
1.	a).	What is deep learning how it is different from traditional machine learning	1	2	7
	b).	Illustrate about following machine learning techniques a) Random forest b) Decision tree	1	3	7
OR					
2.	a).	How we will Evaluate performance of Machine Learning Model?	1	2	7
	b).	What is over fitting in Machine Learning and how it can be prevented?	1	2	7
UNIT-II					
3.	a).	Explain about Artificial Neural Networks?	2	2	7
	b).	Explain the concept of batch Normalization and how it can help improve the training of deep neural networks	2	2	7
OR					
4.	a).	Analyze optimization techniques in Deep Learning.	2	3	7
	b).	Identify the difficulty of training the Deep Neural Networks.	2	3	7
UNIT-III					
5.	a).	What is Theano and how does it relate to deep learning?	3	2	7
	b).	Explain the concept of distributed training in CNTK?	3	2	7
OR					
6.	a).	Brief about setting up Deep Learning Workstation?	3	2	7
	b).	Why tensor flow is most preferred library in Deep Learning?	3	2	7
UNIT-IV					
7.	a).	What is the difference between convolution neural network and recurrent neural Network?	4	2	7
	b).	What are the different layers in CNN? What is pooling in CNN and how does it work?	4	2	7
OR					
8.	a).	How do we perform deep learning and CNN in PyTorch?	4	2	7
	b).	What is multichannel convolution operation?	4	2	7

			UNIT-V		
9.	a).	What are auto encoders? Explain different types of auto encoders.	5	2	7
	b).	What are Restricted Boltzmann Machines and compare Auto encoders & RBMs	5	2	7
OR					
10.	a).	Explain object recognition with real-time example.	5	2	7
	b).	List the applications of deep learning Natural language processing?	5	2	7
CO-COURSE OUTCOME			KL-KNOWLEDGE LEVEL		M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks



IV B.Tech. I Semester MODEL QUESTION PAPER

SERVICES SCIENCE AND SERVICE OPERATIONAL MANAGEMENT

Computer Science & Business Systems

Time: 3 Hrs.

Max. Marks: 70 M

Answer ONE Question from EACH UNIT

All questions carry equal marks

Assume suitable data if necessary

			CO	KL	M
		UNIT-I			
1.		How does the Indian service sector differ from other service sectors around the world?	1	3	14
		OR			
2.		Explain how service encounters impact the overall customer experience?	1	3	14
		UNIT-II			
3.		Identify how does value co-creation play a role in service design, and what are some key factors to consider when implementing it?	2	3	14
		OR			
4.		Discuss the use of Data Envelopment Analysis in service design, and how it can help to optimize service delivery?	2	3	14
		UNIT-III			
5.		What is service-scape, and how can it be used in layout design to improve service quality and customer satisfaction?	3	3	14
		OR			
6.		List out the key steps involved in implementing a service recovery strategy, and how can customer response analysis be used to evaluate its effectiveness?	3	3	14
		UNIT-IV			
7.		Mention the different types of forecasting methods, and how can they be applied in the service sector?	4	3	14
		OR			
8.		Outline some of the most commonly used inventory models in service businesses, and how can they be applied to manage inventory levels and optimize resource utilization?	4	3	14
		UNIT-V			
9.		Elaborate some strategies for managing suppliers of service, and how can	5	2	14

	these strategies be implemented in practice?			
	OR			
10.	Describe some contemporary issues in the field of service management, and how can these issues be addressed?	5	2	14

CO-COURSE OUTCOME

KL-KNOWLEDGE LEVEL

M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks



Course Code: B20CB4113					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R20
IV B.Tech. I Semester MODEL QUESTION PAPER					
BLOCKCHAIN TECHNOLOGIES					
Computer Science & Business Systems					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if necessary					
			CO	KL	M
UNIT-I					
1.	a).	What Is Blockchain Technology? How Does It Work?	1	2	7
	b).	Briefly explain block chain changing the digital marketing landscape?	1	2	7
OR					
2.	a).	Briefly explain distributed trust in blockchain?	1	2	7
	b).	What is cryptocurrency and how does it work?	1	2	7
UNIT-II					
3.	a).	What is public key cryptography in Blockchain?	2	2	7
	b).	What are the Key Concepts of Blockchain Development?	2	2	7
OR					
4.	a).	What is digital identity verification? How is blockchain used in digital identity management?	2	2	7
	b).	What Is Crypto Art and How Does It Affect the Art World?	2	2	7
UNIT-III					
5.	a).	Explain bitcoin scripts?	3	2	7
	b).	Explain how Bit coin mining works along with the downside of Bitcoin mining?	3	2	7
OR					
6.	a).	Explain about blockchain Genomics?	3	2	7
	b).	What are micropayments? Explain how blockchain is improving micropayment capabilities?	3	2	7
UNIT-IV					
7.	a).	Explain how Ethereum is different from bitcoin along with the real-world use cases of Ethereum?	4	2	7
	b).	Explain about consensus problem in blockchain?	4	2	7
OR					
8.	a).	Briefly explain about Hyper ledger in blockchain?	4	2	7

	b).	Explain about Demurrage currency in blockchain?	4	2	7
		UNIT-V			
9.	a).	Explain about the Technical challenges in blockchain?	5	2	7
	b).	Explain business model challenges in blockchain?	5	2	7
		OR			
10.	a).	Explain about the medical information system?	5	2	7
	b).	Explain how blockchain can be used in e-governance?	5	2	7

CO-COURSE OUTCOME

KL-KNOWLEDGE LEVEL

M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks



Course code: B20CB4114

SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE(A)

R20

IV B.Tech. I Semester MODEL QUESTION PAPER

HUMAN RESOURCE MANAGEMENT

Computer Science & Business Systems

Time: 3 Hrs.

Max. Marks: 70 M

Answer ONE Question from EACH UNIT

All questions carry equal marks

Assume suitable data if necessary

			CO	KL	M
		UNIT-I			
1.		Define the Human Resource Management. Explain the important functions of HR Manager.	1	2	14
		OR			
2.		Discuss in detail about Strategic Human Resource Management	1	2	14
		UNIT-II			
3.		Define Recruitment? Explain the sources of recruitment and factors influencing the recruitment	2	4	14
		OR			
4.		Define Job Analysis, Job description and Job evaluation. Explain about the Merit Rating Method in detail	2	4	14
		UNIT-III			
5.		Compare and Contrast different techniques of Performance appraisal	3	3	14
		OR			
6.		Discuss in detail about the Promotion and Transfer	3	3	14
		UNIT-IV			
7.		Explain briefly about the training methods	4	2	14
		OR			
8.		Discuss in detail about the Career Development Planning	4	2	14
		UNIT-V			
9.		How to manage Cross Cultural Issues? Explain in detail	5	3	14
		OR			
10.		Discuss the HR issues like employee turnover, training and development and Wage and salary administration in the Global context.	5	3	14

CO-COURSE OUTCOME

KL-KNOWLEDGE LEVEL

M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks

Course Code: B20CB4115

SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)

R20

IV B.Tech. I Semester MODEL QUESTION PAPER

CONSUMER BUYING BEHAVIOUR

Computer Science & Business Systems

Time: 3 Hrs.

Max. Marks: 70 M

Answer ONE Question from EACH UNIT

All questions carry equal marks

Assume suitable data if necessary

		CO	KL	M
UNIT-I				
1.	What are the different factors that influence consumer decision making?	1	2	14
OR				
2.	Discuss the key cultural influences that can impact consumer decision making?	1	2	14
UNIT-II				
3.	What factors influence motivation and perception?	2	3	14
OR				
4.	How can persuasion be used to influence attitudes and behaviour?	2	3	14
UNIT-III				
5.	How do reference groups influence consumer behaviour?	3	3	14
OR				
6.	In what way does subcultures influence consumer behaviour?	3	3	14
UNIT-IV				
7.	Describe how does social class affect an individual's lifestyle choices?	4	3	14
OR				
8.	What are some factors that make word of mouth more effective?	4	3	14
UNIT-V				
9.	Explain the cultural and social factors that influence consumer decision-making processes?	5	2	14
OR				
10.	What are the ethical considerations that marketers need to keep in mind when promoting products or services?	5	2	14

CO-COURSE OUTCOME

KL-KNOWLEDGE LEVEL

M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 14 marks