

Hall Ticket No: 

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Question Paper Code: 22MBAP513

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)**MBA II Year II Semester (R22) Regular End Semester Examinations, June - 2024**  
**CORPORATE SOCIAL RESPONSIBILITY**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Identify and elaborate on the key drivers of CSR in the corporate world. How do these drivers influence a company's commitment to CSR?	10M	1	3
<b>OR</b>				
Q.1(B)	Evaluate the competencies required for CSR professionals to effectively implement and manage CSR policies and programs in organizations.	10M	1	4
Q.2(A)	Define stakeholder engagement in the context of CSR and explain its importance for achieving corporate sustainability goals.	10M	2	2
<b>OR</b>				
Q.2(B)	Discuss the impact of CSR initiatives on suppliers and how companies can ensure ethical practices throughout their supply chain.	10M	2	3
Q.3(A)	How can companies integrate biodiversity considerations into their CSR strategies, and what are the potential benefits of doing so?	10M	3	2
<b>OR</b>				
Q.3(B)	What role do governments play in regulating CSR activities related to the environment, and how is environmental compliance enforced?	10M	3	2
Q.4(A)	What is the concept of sustainability in the context of CSR, and why is it important for businesses today?	10M	4	2
<b>OR</b>				
Q.4(B)	What are the main obstacles that companies face when implementing CSR activities, and how can these challenges be overcome?	10M	4	2
Q.5(A)	What is A.B. Carroll's theory of CSR, and how does it apply to modern corporate practices?	10M	5	2
<b>OR</b>				
Q.5(B)	What is the triple bottom line approach to CSR, and why is it significant in evaluating a company's performance?	10M	5	2
Q.6	<b>CASE STUDY</b>	10M	2	5
	Mr. Manoj Jayaswal is the Chairman and Managing Director and the driving force behind the Group. According to the leaders of the group CSR activities are just a mode showing respect to the people along with their community and in the environment they are living. They treat the CSR activities as their duties for the people who principally own the resources that are being used for their business. The CSR activities of the group are basically divided in to four categories: (a) With the help of local co-operatives (b) By providing the grants to the local organisations (c) In collaboration with Governmental and private programmes (d) Self motivated activities Mr. Manoj Jayaswal sees CSR as pivotal in the relationship between			

business and society, embodying the private sector's efforts to uplift communities, particularly in developing countries. He believes CSR reflects corporate love for the country and its citizens and can significantly contribute to poverty alleviation.

The group identifies CSR partners by surveying areas and evaluating NGOs and cooperatives based on past performance and community interaction. Progress is monitored through direct community assessments and discussions with local beneficiaries, focusing on how activities impact and are perceived by the community. Results are measured qualitatively and quantitatively, informing future initiatives and fostering a healthy, educated, empowered, and competitive community.

Their CSR initiatives encompass health, education, employment, environment, community, and participatory development, raising awareness on issues like AIDS, family planning, and hygiene. Diseases such as malaria, leprosy, and tuberculosis have significantly reduced due to these efforts.

The group's commitment has earned respect locally and nationally, setting a benchmark in CSR practices. They prioritize internal evaluation and community feedback over external assurance, aiming for continuous improvement and community engagement. The strengthened communication between the group and the community has prompted constructive dialogue even among dissenting voices, enhancing understanding and addressing concerns effectively.

**Questions:**

1. How does Mr. Jayaswal's perspective on CSR reflect in the four categories of CSR activities undertaken by his group? Explain with examples.
2. Describe the process Mr. Jayaswal's group follows to identify, assess, and monitor their CSR partners. How does this process contribute to the effectiveness of their CSR initiatives?
3. Discuss the impact of Mr. Jayaswal's group's CSR activities on the local community, focusing on improvements in health, education, and environmental awareness. How has this contributed to the group's reputation locally and nationally?

**\*\*\*END\*\*\***

Hall Ticket No:

Question Paper Code: 22MBAP404

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)  
**MBA II Year II Semester (R22) Regular End Semester Examinations, June - 2024**  
**FINANCIAL ENGINEERING**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Explain the Need of Financial Engineering and Tools used in Financial Engineering?	10M	1	2
<b>OR</b>				
Q.1(B)	Define Financial Engineering and explain the Process of Financial Engineering.?	10M	1	2
Q.2(A)	What are the recent innovations in Indian debt market?	10M	2	2
<b>OR</b>				
Q.2(B)	Examine various innovative financial products and its importance in financial engineering.	10M	2	2
Q.3(A)	Examines the significance of interest rate risk & liquidity risk management in Asset and Liability Management?	10M	3	2
<b>OR</b>				
Q.3(B)	The balance sheet for the XYZ Bank is provided in the table below. Calculate the net interest income (or expense) at year-end if interest rates increase by 2% (or 200 basis points).	10M	3	5
<b>Assets</b>				
<i>Rs.</i>				
Floating rate loans (9% annually) 10,00,000				
18-year fixed rate loans (7% annually) 15,00,000				
<b>Total Assets 25,00,000</b>				
<b>Liabilities &amp; Equity</b>				
Current Deposits (6% annually) 12,00,000				
Fixed Term Deposits (6% annually) 8,00,000				
Equity 5,00,000				
<b>Total Liabilities and Equity 25,00,000</b>				
Q.4(A)	Explain the motives and process of Disinvestment?	10M	4	2
<b>OR</b>				
Q.4(B)	Explain the role of Financial Engineer in the current scenario?	10M	4	2
Q.5(A)	Elaborate upon the recent trends in settlement and clearing? Examine the Advantages of using a copyright?	10M	5	2
<b>OR</b>				
Q.5(B)	Compare and Contrast between Financing Engineering and Monetary Policy? Explain about Trademarks in view of legal protection for Innovative financial products?	10M	5	4

**Impact of Credit Cards in the Financial Industry**

**Capital One:** Revolutionizing the Credit Card Industry through Data-Driven Strategies

The credit card industry has been pivotal in transforming consumer finance, offering unprecedented convenience and access to credit. This case study focuses on Capital One, a leading financial institution that revolutionized the credit card industry with its innovative, data-driven approach to marketing, underwriting, and customer segmentation.

**Company Profile:**

Capital One Financial Corporation

**Founded:** 1994

**Founders:** Richard Fairbank and Nigel Morris

**Headquarters:** McLean, Virginia, USA

**Products:** Credit Cards, Savings Accounts, Auto Loans, and more

**Key Innovation:** Use of information-based strategy for targeted marketing and risk management

**Key Questions:**

1. What were the key innovations introduced by Capital One in the credit card industry?
2. What challenges did Capital One face in implementing its strategies, and how were these overcome?
3. What are the long-term implications of Capital One's approach for the credit card industry and consumers?

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Hall Ticket No: 

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Question Paper Code: 22MBAP411

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)**MBA II Year II Semester (R22) Regular End Semester Examinations, June - 2024**  
**STRATEGIC HUMAN RESOURCE MANAGEMENT**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Identify and explain two specific objectives of strategic human resource management (SHRM) that contribute to achieving business goals. Provide examples to support your answer.	10M	1	2
<b>OR</b>				
Q.1(B)	Explain the significance of HRD professionals within organizations. Discuss three key competencies that HRD professionals should possess to effectively contribute to employee development and organizational success.	10M	1	2
Q.2(A)	Define the term "HRD program implementation" and explain its significance within organizations. Provide an example of how effective HRD program implementation contributes to enhancing employee skills and organizational performance.	10M	2	2
<b>OR</b>				
Q.2(B)	Define the term "HRD program evaluation" and explain its significance within organizations. Provide an example of how effective HRD program evaluation contributes to improving organizational performance.	10M	2	2
Q.3(A)	Identify and discuss three common barriers to employee engagement in the workplace	10M	3	3
<b>OR</b>				
Q.3(B)	Define what a talent management framework is and discuss its significance within organizations.	10M	3	3
Q.4(A)	Explain how aligning human resource (HR) strategies with an organization's business strategies contributes to gaining a competitive edge	10M	4	2
<b>OR</b>				
Q.4(B)	Explain how <b>Strategic Human Resource Management (SHRM)</b> is rooted in a philosophy of people management. Discuss how an organization gains a competitive advantage by effectively utilizing its human resources and aligning them with clearly defined objectives.	10M	4	2
Q.5(A)	How can organizations strategically manage human resource surplus and shortage situations? Analyze the potential strategic manoeuvres that an organization can employ to address these challenges effectively.	10M	5	4
<b>OR</b>				
Q.5(B)	Imagine you are an HR manager tasked with improving employee retention in your organization. Apply your knowledge of retention strategies to propose three specific actions that would enhance employee job satisfaction and reduce turnover.	10M	5	4
Q.6	<b>CASE STUDY</b> Johnson, age 25, has been with advertising department as a copy creator for three years. His job is to design advertisements for use in	10M	5	5

TV's and cinema theaters. He must closely with the girls in the art department, with the members of the sales department, and with Vice President, sales and promotion, who is in-charge of the whole division. Johnson is an extremely enthusiastic worker with many good ideas. But he is considerable trouble in dealing with people. He is too impatient with the girls in the art department and constantly chasing them to finish his own work in time. He makes it perfectly clear that his ideas are always best while dealing with the people in the sales department. When the Vice President was thinking loud during a conference, Johnson cut short the speech of the vice president by an aggressive answer. It was a good answer, and the vice president did not mind, but some of the other people thought that Johnson had behaved badly. As a manager you are concerned about the animosity he is creating in your department. As per the company policy, each employee has to undergo an evaluation interview every six months. There are no performance evaluation forms.

1. What should your strategy be in handling evaluation interview with Johnson?
2. What remedial measures do you suggest to tackle the situation?

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**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**

(UGC-AUTONOMOUS)

**MBA II Year II Semester (R22) Regular End Semester Examinations, June - 2024****DATA SCIENCE USING PYTHON**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Describe the Life Cycle of Data Science with a neat diagram.	10M	1	2
<b>OR</b>				
Q.1(B)	Explain the Conditional Statements in Python. Write a Python program to find whether a person is eligible to vote or not.	10M	1	3
Q.2(A)	Enumerate the Arithmetic with NumPy Arrays with an example program.	10M	2	3
<b>OR</b>				
Q.2(B)	Discuss the Mathematical and Statistical Methods in NumPy with an example program.	10M	2	3
Q.3(A)	Elaborate the Essential Functionalities of Sorting and Ranking in Data Manipulation.	10M	3	2
<b>OR</b>				
Q.3(B)	Demonstrate the Reading and Writing a Data in Text Format with a program.	10M	3	4
Q.4(A)	Briefly describe about the Transforming Data using function, replacing values and detecting outliers.	10M	4	2
<b>OR</b>				
Q.4(B)	Describe any ten Vectorized String Functions in Pandas with a syntax.	10M	4	2
Q.5(A)	Illustrate the Histogram and Density Plots in Plotting and Visualization with a neat sketch.	10M	5	2
<b>OR</b>				
Q.5(B)	Describe Scatter and Point Plots in detail with a neat sketch.	10M	5	2
Q.6	<b>CASE STUDY</b>	10M		4
	<p><b>To find the Temperature and Rainfall over a month</b> You are a data scientist working for a meteorological department tasked with analyzing and visualizing weather data for a specific month. The department collects daily weather data including temperature and rainfall, stored in a text file format. Your goal is to read this data, perform analysis, and visualize the results using Python and the Pandas library.</p> <p><b>Questions:</b> Data Visualization:</p> <ul style="list-style-type: none"> <li>•Plot a line graph showing the daily temperature over the month.</li> <li>Plot a bar graph showing the daily rainfall over the month.</li> <li>•Create a sub plot with two y-axes, one for temperature and one for rainfall, to show the relationship between temperature and rainfall over the month.</li> </ul>			

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Hall Ticket No: 

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Question Paper Code: 22MBAP421

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)**MBA II Year II Semester (R22) Regular End Semester Examinations, June - 2024**  
**SERVICES MARKETING**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Explain in detail the classification of service marketing.	10M	1	3
<b>OR</b>				
Q.1(B)	Distinguish between the goods and services.	10M	1	4
Q.2(A)	Explain the stages involved in the consumer decision-making process specifically for services.	10M	2	2
<b>OR</b>				
Q.2(B)	Classify various approaches to positioning of service offerings.	10M	2	2
Q.3(A)	Define the concept of the Extended Services Marketing Mix. Identify and explain the additional elements included in the extended mix beyond the traditional 4Ps.	10M	3	2
<b>OR</b>				
Q.3(B)	Explain the various approaches to categorize the positioning of service offerings.	10M	3	4
Q.4(A)	Assess the importance of loyalty in managing relationships with customers.	10M	4	5
<b>OR</b>				
Q.4(B)	Compare and contrast the dimensions of service quality as proposed by different models such as SERVQUAL and SERVPERF. How do these dimensions help in measuring and improving service quality?	10M	4	3
Q.5(A)	Explain in detail the Marketing of Financial Services.	10M	5	4
<b>OR</b>				
Q.5(B)	Examine in detail about service strategies for tourism.	10M	5	2
Q.6	<b>CASE STUDY</b>	10M	1	4
	<p>Premier Courier Ltd. (PCL) is an innovative overnight delivery company that helped change the way companies do business. It was the first company to offer an overnight delivery system, but the company markets more than just a delivery service. What PCL really sells is on-time reliability. The company markets risk reduction and provides the confidence that people shipping packages will be "Absolutely, positively, certain their packages will be there by 10.30 in the morning".</p> <p>In fact, PCL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, its customers buy more than just delivery service, they buy a solution to their distribution problems. For example, a warehouse</p>			



designed and operated by PCL is part of the distribution centre for a very large computer firm. In other organisations, customers can place an order for inventory as late as midnight, and the marketer, because of PCL's help, can guarantee delivery by the next morning. PCL has positioned itself as a company with a service that solves its customers' problems,

**Questions**

1. What is PCL's product? What are the tangible and intangible elements of this service product?
2. What are the elements of service quality for a delivery service like PCL and in what way does technology influence PCL's service quality?

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Question Paper Code: 22MBAP435

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)

**MBA II Year II Semester (R22) Regular End Semester Examinations, June - 2024**

**BIG DATA ANALYTICS**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Discuss the K-means clustering algorithm. Explain the steps involved in the algorithm and how it helps in grouping data points. Provide an example to demonstrate the clustering process.	10M	1	2
<b>OR</b>				
Q.1(B)	Explain the characteristics of Big Data, commonly known as the 5 V's. Provide examples for each characteristic to illustrate their significance in Big Data applications.	10M	1	2
Q.2(A)	Explain the main faces in Business Analytics Life cycle.	10M	2	2
<b>OR</b>				
Q.2(B)	Elaborate the role of data scientist in handling Big data.	10M	2	2
Q.3(A)	Distinguish between RDBMS vs Hadoop.	10M	3	4
<b>OR</b>				
Q.3(B)	Analyze the process of data storage and retrieval in HDFS. Explain how HDFS ensures data reliability and fault tolerance.	10M	3	4
Q.4(A)	Illustrate the MapReduce programming model with how a simple word count program works using MapReduce.	10M	4	3
<b>OR</b>				
Q.4(B)	Write about job scheduling shuffle and sort task execution with relevant examples.	10M	4	3
Q.5(A)	Compare and contrast different data loading techniques.	10M	5	4
<b>OR</b>				
Q.5(B)	Analyze the role of text analytics for large unstructured information.	10M	5	4
Q.6	<b>CASE STUDY</b>	10M	5	5
	<p>A popular restaurant chain, Foodie Delight, operates multiple branches across several cities. They receive a significant amount of customer feedback through online platforms like Yelp, Google Reviews, and their own website. The management wants to analyze this feedback systematically to improve service quality, customer satisfaction, and overall dining experience. Foodie Delight aims to leverage sentiment analysis on customer reviews to:</p> <ul style="list-style-type: none"> <li>Identify common complaints and areas for improvement.</li> <li>Measure customer satisfaction trends over time.</li> <li>Compare sentiment across different branches to ensure consistent service.</li> </ul>			

**Questions:**

- (i) Evaluate the steps involved in preprocessing the review text to prepare it for sentiment analysis.
- (ii) Which sentiment analysis approach (e.g., rule-based, machine learning-based) would be suitable for this case study, and why?

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Hall Ticket No: 

Question Paper Code: 22MBAP435

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)

**MBA II Year II Semester (R22) Regular End Semester Examinations, June - 2024**  
**BIG DATA ANALYTICS**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Discuss the various challenges and issues in data mining. Provide examples of how these challenges can affect the outcomes of data mining projects.	10M	1	2
<b>OR</b>				
Q.1(B)	Discuss the Hadoop ecosystem and its components. Explain the role of HDFS in handling Big Data.	10M	1	2
Q.2(A)	Illustrate the key roles of successful analytical project.	10M	2	3
<b>OR</b>				
Q.2(B)	Elaborate the role of stakeholder communication and involvement throughout the Data Analytics Life Cycle. Why is it crucial, and how can it be effectively managed?	10M	2	3
Q.3(A)	Analyse the architecture of Hadoop. Discuss the roles and responsibilities of the major components of Hadoop, including HDFS.	10M	3	4
<b>OR</b>				
Q.3(B)	Examine the key components of MRV2/YARN.	10M	3	4
Q.4(A)	Explain about the types of failures in MapReduce.	10M	4	2
<b>OR</b>				
Q.4(B)	Discuss the steps involved in developing a MapReduce application.	10M	4	2
Q.5(A)	Evaluate the performance considerations and optimization strategies loading in large-scale databases.	10M	5	5
<b>OR</b>				
Q.5(B)	Assess the big data applications with suitable examples.	10M	5	5
Q.6	<b>CASE STUDY</b>	10M	1	5
	(i) Assess the role of analytics in Amazon's fraud detection and risk management practices.			
	(ii) How does Amazon balance between ensuring security and maintaining a seamless customer experience through its analytics-driven approach?			

\*\*\*END\*\*\*

