MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS INSTITUTION)
MBA II Year II Semester (R22) Regular & Supplementary End Semester Examinations, July - 2025
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.

S.No.		Question	Marks	CO	BL
1(A)		Explain the aims and objectives of CSR in detail.	10	1	2
		OR			
1(B)	(i)	Name any three key drivers of CSR.	5	1	2
	(ii)	Explain the evolution of CSR in the Indian context.	5	1	2
2(A)		Explain the concept of stakeholder engagement in the context of internal stakeholders.	10	2	2
		OR			
2(B)	(i)	Discuss the role of CSR in enhancing employee well-being and labor rights.	5	2	2
	(ii)	Evaluate the impact of consumer rights movements on corporate social responsibility.	5	2	4
3(A)		Explain the concept of environmental assessment in detail.	10	3	2
		OR			
3(B)	(i)	Illustrate environmental compliance with examples.	5	3	2
	(ii)	Explain various laws governing biodiversity and the environment.	5	3	2
4(A)		Explain the concept of sustainability and its relevance to CSR.	10	4	2
		OR			
4(B)	(i)	How does the triple bottom-line approach (People, Planet, Profit) enhance the relevance of sustainability in CSR?	5	4	2
	(ii)	How do environmental, social, and governance (ESG) factors relate to CSR and sustainability?	5	4	2
5(A)		What is ISO 26000, and how does it guide social responsibility in organizations?	10	5	2
		OR			
5(B)	(i)	What is the Triple Bottom Line (TBL) approach and how does it relate to CSR?	5	5	2
	(ii)	Compare and contrast Carroll's and Wood's models of Corporate Social Responsibility.	5	5	3
Q.6		**CASE STUDY**	10	2	5

Ananya, a newly inducted Chartered Accountant, joined Narayan & Narayan Associates, a mid-sized yet reputed accounting and consultancy firm. Within a year of joining, she developed a professional rapport with Mr. Ramesh, a seasoned employee who had served the organization with sincerity and dedication for over twenty years. Ramesh had always been known as a hardworking and loyal team member, often going above and beyond in his responsibilities.

One Monday morning, Ananya noticed Ramesh was visibly disturbed. When she greeted him, he responded with frustration, saying, "Ananya, I've just been informed that I'm not being considered for the senior managerial position. Despite working over 60 hours a week for two decades, they want me to wait longer.

It's demoralizing." Concerned, Ananya asked him about his future plans, to which he replied, "I honestly don't know."

In the weeks that followed, Ramesh's behaviour changed significantly. He began arriving late, leaving early, and seemed disengaged from his usual responsibilities. One Sunday afternoon, Ananya visited the office to collect some urgent documents and was surprised to find Ramesh at his desk. To her shock, she witnessed him copying proprietary audit and consultancy software onto a personal device. Later, she discovered that Ramesh had begun offering private consulting services to small firms in the city—some of which fell within the company's client profile. When confronted informally, Ramesh justified his actions by expressing deep disappointment. "Loyalty here is taken for granted," he said. "I've waited too long for recognition that never came. If they don't value my contribution, I have to create my own opportunity." Ananya felt emotionally and ethically conflicted. While she empathized with Ramesh's sense of betrayal, she also understood the potential breach of company policy, confidentiality, and professional ethics involved in his actions

Questions:

(a) What are the ethical issues involved in this case related to Ramesh and Narayan & Narayan Associates?

(b) What recommendations would you provide to the management to prevent such incidents and improve employee satisfaction and ethical compliance?

END

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MBA II Year II Semester (R22) Regular & Supplementary End Semester Examinations, July - 2025
CORPORATE GOVERANCE

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.

S.No.		Question	Marks	CO	BL
1(A)		Discuss the structure of Corporate Governance in India and compare it with any one international governance model.	10	1	2
		OR			
1(B)	(i)	Discuss the key principles of Corporate Governance as recommended by international bodies.	5	1	2
	(ii)	Describe the concept of international Corporate Governance and the need for convergence in global governance practices.	5	1	2
2(A)		Explain the significance of the Memorandum of Association and Articles of Association.	10	2	2
		OR			
2(B)	(i)	Discuss the legal position, duties, and functions of a promoter under the Companies Act, 2013.	5	2	2
	(ii)	Compare the roles of Managing Diector and CEO in a company.	5	2	2
3(A)		Analyze the roles of various C-suite executives such as CEO, CFO, COO, CTO, CKO, CRO, and CIO.	10	3	4
		OR			
3(B)	(i)	Examine the functions of the Audit Committee under the Companies Act, 2013.	5	3	2
	(ii)	Explain independent director significance in corporate governance and the criteria for their appointment.	5	3	2
4(A)		Compare different models of corporate governance with suitable examples.	10	4	3
		OR			
4(B)	(i)	Examine the major challenges shareholders face in exercising their rights, especially in large or family-owned companies.	5	4	2
	(ii)	Identify the legal protections are available for small or minority shareholders in India.	5	4	3
5(A)		Evaluate the recommendations of the Narayana Murthy and Naresh Chandra Committee on Corporate Governance. How have these recommendations contributed to transparency and accountability in Indian companies?	10	5	4
		OR			
5(B)	(i)	Examine the statutory provisions relating to the Annual General Meeting (AGM) under the Companies Act, 2013.	5	5	2
	(ii)	Outline the essential requisites of a valid company meeting.	5	5	2
Q.6		**CASE STUDY** You are appointed as the Project Director in a large infrastructure company of the country. The company has won the rights to develop a port and its hinterland in a state. The project has economic and strategic significance for the country as it would develop a leading transshipment hub in the region and would lead to higher exports and earnings through its operation, flourishing of new businesses and also create employment opportunities. Also, the successful completion and operationalization of the project is important for the company as some of its previous			

projects were halted due to protests by the local communities and not only the reputation of the company but also significant investments are at stake. The land acquisition for the project has been completed as per the laid down rules and regulations. The Environmental Impact Assessment has been carried out and the project has received the go ahead from the concerned authorities. Also, rehabilitation and alternative livelihood opportunities are made available to the affected people as per the laid-down norms.

However, once the construction started, some farmer groups started agitating on the grounds that they have not been adequately compensated and that the project will negatively impact their livelihoods. They are demanding that either the project be halted or the compensation provided to them be increased substantially by way of money and assured jobs.

Questions

(a) Identify the relevant stakeholders in this case and the issues affecting them.   4   1   5

(b) Evaluate the merits and demerits of ceding to the demands of the protesting groups, in the given context.   3

(c) What course of action will you follow?)   3

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MBA II Year II Semester (R22) Regular & Supplementary End Semester Examinations, July - 2025
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.

S.No.		Question	Marks	CO	BL
1(A)		Discuss in detail the meaning, scope, and need for Financial Engineering in today's financial environment.	10	1	2
		OR			
1(B)	(i)	Define Financial Engineering and explain the various tools of Financial Engineering.?	5	1	2
	(ii)	Describe any four factors contributing to the growth of Financial Engineering.	5	1	3
2(A)		Explain the process of new financial product development? with examples	10	2	2
		OR			
2(B)	(i)	Explain the role of Equity in the corporate capital structure.	5	2	2
	(ii)	Differentiate between Repo and Reverse Repo Markets.	5	2	4
3(A)		Three Star Rating Bank invested Rs.200 crores in ITC Stock and Rs.200 crores invested in JSW Stock. The standard deviation of both the stocks is 1% per day respectively, correlation coefficient between is 0.25 assuming 252 trading days in a year determine the maximum loss level over the period of two weeks with 99% confidence level.	10	3	4
		OR			
3(B)	(i)	Examines the significance of interest rate risk & liquidity risk management in Asset and Liability Management.	5	3	2
	(ii)	Define Credit Risk Management? List any three tools used to manage credit risk.	5	3	2
4(A)		Explain the Disinvestments Process and its Motives in detail.	10	4	2
		OR			
4(B)	(i)	Discuss Leveraged Buyout (LBO)? State its main features.	5	4	2
	(ii)	Differentiate between Mergers and De-mergers with suitable examples.	5	4	4
5(A)		Elaborate upon the recent trends in settlement and clearing? Examii advantages of using a copyright?	10	5	2
		OR			
5(B)	(i)	Define Financial Globalization. What are its key features?	5	5	2
	(ii)	Explain the significance of copyright, patent rights, and trademarks in innovative financial products?	5	5	2
Q.6		**Case study**	10	2	5

Vanguard Group's Impact on the Mutual Fund Industry

Vanguard Group: Redefining the Mutual Fund Industry through Low-Cost Index Investing

The mutual fund industry has evolved significantly over the past few decades, with Vanguard Group playing a pivotal role in this transformation. Founded in 1975 by John C. Bogle, Vanguard introduced the first index mutual fund available to individual investors, fundamentally changing the investment landscape.

Company Profile:
Vanguard Group, Inc.
- **Founded:** 1975
- **Founder:** John C. Bogle
- **Headquarters:** Malvern, Pennsylvania, USA
- **Products:** Mutual Funds, ETFs, Retirement Accounts
- **Assets Under Management (AUM):** Over $7 trillion (as of 2023)
- **Key Innovation:** Introduction of low-cost index funds

Questions:

1. What strategic innovations did Vanguard introduce to the mutual fund industry? How did Vanguard's focus on low-cost investing influence market dynamics and investor behaviour?

2. What challenges did Vanguard face in promoting its index funds, and how were these overcome?

END

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MBA II Year II Semester (R22) Regular & Supplementary End Semester Examinations, July - 2025
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.

S.No.		Question	Marks	CO	BL
1(A)		Explain Human Resource Development Functions	10	1	2
		OR			
1(B)	(i)	State the objectives and emerging issues in SHRM	5	1	2
	(ii)	Summarize the evolution of HRD	5	1	2
2(A)		Explain Human Resource Development Process.	10	2	2
		OR			
2(B)	(i)	Explain the Human Resource Development Model.	5	2	2
	(ii)	Summarize the steps in implementing an HRD program.	5	2	2
3(A)		Define Employee Engagement. Explain different dimensions in Employee Engagement.	10	3	4
		OR			
3(B)	(i)	Explain different techniques in the Performance Management system.	5	3	2
	(ii)	Implement a talent management framework in a knowledge-driven organization.	5	3	3
4(A)		Discuss the different types of HR Strategies.	10	4	2
		OR			
4(B)	(i)	Describe the criteria for effective HR strategy.	5	4	2
	(ii)	Evaluate different types of HR strategies and their business alignment.	5	4	4
5(A)		Discuss the organizational strategies based on Human Resources.	10	5	2
		OR			
5(B)	(i)	Differentiate Workforce Reduction and Workforce Realignment.	5	5	4
	(ii)	Explain how retention strategies influence performance.	5	5	2
Q.6		**CASE STUDY**	10	5	5

The "Great Recession" has been hard on recruiters. As many employers have downsized, they also cut back on their recruiting efforts or brought them to a screeching halt. Some companies, like The More Store, have weathered the recession better than others. Employees at The More Store are encouraged to make recruiting a priority. They constantly have their eye on customers who would fit the unique culture, frequently approaching a good candidate right on the sales floor. In fact, 34 percent of the applicants to The More Store are referred by employees. And it isn't hard to persuade people to apply. The company pays better wages than most retailers and provides health benefits for part-time employees. During the recession they did not lay-off any employees. It is the responsibility of every employee at The More Store, from top to down, to recruit employees. These efforts are so effective that

Advertisements for applicants is rarely necessary. That's because as customers enter the store, a trained sales associate talks up the benefits of working for The More Store and all that the company offers. If the individual applies and is hired, the sales associate is given a Rs 1000 reward for successful recruitment.

Questions:

1. What are the advantages and disadvantages of relying on employees as a major source of recruitment of new employees?

2. Explain how other recruiting sources may be effective for the MORE Store's recruitment

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MBA II Year II Semester (R22) Regular & Supplementary End Semester Examinations, July - 2025
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.**

S.No.		Question	Marks	CO	BL
1(A)		Evaluate the statement: "Data Science is as much an art as it is a science." Justify your answer with reasoning.	10	1	4
		OR			
1(B)	(i)	Create a reusable Python function that calculates the factorial of a number. How would using a module help in organizing this code in a larger project?	5	1	4
	(ii)	Write a Python program that accepts a number from the user and prints whether it is positive, negative, or zero using conditional statements.	5	1	3
2(A)		Explain an ndarray in NumPy, and how does it differ from a Python list?	10	2	2
		OR			
2(B)	(i)	Explain the role of data types (dtype) in NumPy arrays. Why is specifying the correct dtype important?	5	2	2
	(ii)	Write a Python code snippet to create a 2D NumPy array of shape (3, 3) containing even numbers starting from 2, and then transpose it.	5	2	3
3(A)		How would you find and count the unique values in a column of a DataFrame? How can this be useful in data cleaning?	10	3	3
		OR			
3(B)	(i)	Evaluate the usefulness of describe () in understanding a DataFrame. What insights does it provide, and what are its limitations?	5	3	4
	(ii)	Demonstrate how to read a CSV file named sales.csv into a Pandas DataFrame and write the DataFrame to a new text file named output.txt.	5	3	3
4(A)		Given a dataset with duplicate records, describe how you would remove these duplicates using Pandas in Python.	10	4	3
		OR			
4(B)	(i)	How would you detect and filter outliers in a numerical dataset? Explain with reference to any two statistical methods.	5	4	3
	(ii)	Evaluate the pros and cons of replacing missing values with the mean versus using predictive imputation methods.	5	4	4
5(A)		Compare the placement trends of students from different streams (e.g., IT, ECE, CSE) using a bar plot. What conclusions can you draw?	10	5	4
		OR			
5(B)	(i)	How would you analyze gender-wise placement rates using the Campus Placement dataset in pandas?	5	5	3
	(ii)	Design a mini dashboard using pandas and matplotlib to summarize key statistics from the US Baby Names dataset.	5	5	4
Q.6		Consider the following employee dataset: Name, Age, Department. Using Pandas and the following code, answer the questions below:	10	3	3

Name	Age	Department
Alice	25	HR
Bob	30	IT
Charlie	35	Finance
David	40	IT

a) Write a DataFrame in pandas for the following dataset.

b) Explain what happens when the Department column is dropped.

c) Write the output of filtering employees with Age > 30 and selecting Name and Age only.

d) What is the value of df.loc[3, 'Department'] and why might HR use this filter?

END

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MBA II Year II Semester (R22) Regular & Supplementary End Semester Examinations, July - 2025
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.**

S.No.		Question	Marks	CO	BL
1(A)		What are the main factors contributing to the growth of services in the Indian economy	10	1	2
		OR			
1(B)	(i)	Explain the characteristics of services and how they influence service marketing strategies.	5	1	2
	(ii)	Describe the concept of the tangibility spectrum with suitable examples.	5	1	2
2(A)		Analyze how customer expectations influence service delivery and strategy	10	2	4
		OR			
2(B)	(i)	Describe the concept of customer expectations and the zone of tolerance in services marketing.	5	2	2
	(ii)	Explain segmentation, targeting, and positioning (STP) strategies in any service sector of your choice	5	2	2
3(A)		Evaluate the challenges of educating and promoting services, especially for intangible offerings.	10	3	4
		OR			
3(B)	(i)	Describe service blueprinting and its importance.	5	3	2
	(ii)	Explain the key steps involved in the new service development process	5	3	2
4(A)		Critically evaluate the SERVQUAL model as a tool for measuring service quality. Discuss its strengths, weaknesses, and how it can be effectively applied by service organizations.	10	4	4
		OR			
4(B)	(i)	Explain the importance of customer relationships in services marketing	5	4	2
	(ii)	Describe the concept of "Service Triangle" and explain the roles of its three key players in delivering service quality.	5	4	2
5(A)		Explain how educational institutions can effectively market their services in a competitive environment.	10	5	3
		OR			
5(B)	(i)	Explain the importance of marketing strategies in financial services such as banking and insurance.	5	5	2
	(ii)	As a marketing consultant for a new travel agency specializing in experiential tourism in India, outline a detailed marketing plan focusing on promoting unique travel packages.	5	5	3
Q.6		**CASE STUDY** Flipkart, India's e-commerce giant, continuously invests in understanding customer expectations through both qualitative	10	4	4

and quantitative research. In 2024, it launched an AI-powered sentiment analysis tool analyzing millions of customer reviews and feedback to identify expectations on delivery speed, product authenticity, and customer support responsiveness. This mixed-methods approach—combining surveys, focus groups, and big data analytics—helped Flipkart tailor logistics and post-sale support. They identified a "zone of tolerance" around delivery times, leading to tiered shipping promises (next-day for metros, 3 days for tier-2 cities). This customer-centric strategy increased repeat purchase rates by 12% and reduced complaint volumes by 8%.

Questions:

   i.   What types of service research did Flipkart use and why?

   ii.   Discuss the impact of "zone of tolerance" on managing customer expectations.

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END

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MBA II Year II Semester (R22) Regular & Supplementary End Semester Examinations,
July - 2025
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.**

S.No.		Question	Marks	CO	BL
1(A)		Infer the following Retail dataset:	10	1	3

Transaction ID	Items Purchased
T1	Bread, Milk
T2	Bread, Diaper, Beer, Eggs
T3	Milk, Diaper, Beer, Coke
T4	Bread, Milk, Diaper, Beer
T5	Bread, Milk, Diaper, Coke

Tasks:
1. Use the Apriori algorithm to find all frequent item sets with minimum support = 60%.
2. Show step-by-step derivation of L1, L2, and L3.
3. Generate association rules with minimum confidence = 70%.
4. Identify strong rules with their support and confidence.

OR

S.No.		Question	Marks	CO	BL
1(B)	(i)	Explain the steps involved in the KDD process and illustrate the role of each step.	5	1	2
	(ii)	Summarize the main characteristics of Big Data using the 5 V's.	5	1	2
2(A)		Infer how the iterative nature of an analytics life cycle improves the quality and relevance of outcomes.	10	2	2

OR

S.No.		Question	Marks	CO	BL
2(B)	(i)	A hospital chain wants to reduce patient readmission rates using data collected from electronic health records (EHR). The analytics team is tasked to build a model to identify high-risk patients. Explain the lifecycle phases applicable to this project and the data-related tasks involved in each.	6	2	3
	(ii)	What is Big Data Business Analytics? Briefly explain its significance.	5	2	2
3(A)		Make use of common Hadoop Shell commands to: • Upload a file to HDFS • List directory contents • Display file contents • Delete a file from HDFS	10	3	3

OR

S.No.		Question	Marks	CO	BL
3(B)	(i)	A social media company needs to analyze millions of user interactions per day. Recommend how Hadoop can help in storing and processing such large volumes of unstructured data. Explain which architectural components (like HDFS, YARN, MapReduce) are used.	5	3	3
	(ii)	Apply the shell command to copy a file named data.json from the local filesystem to HDFS under /user/hadoop/input/.	5	3	3
4(A)		You are required to create a simple data analysis program using Hadoop MapReduce (e.g., Word Count or IP log analysis). Describe	10	4	3

how the application is structured with Mapper, Reducer, and Driver classes, and explain the steps involved in running it on a Hadoop cluster.

OR

			Marks		
4(B)	(i)	Apply the MapReduce "Feature of Scalability" to explain how tasks are divided among nodes and how parallel processing is achieved with increasing data volumes.	5	4	3
	(ii)	Choose the job scheduling mechanism of YARN to explain how resources are allocated to tasks.	5	4	2
5(A)		Apply your knowledge of NLP to design a sentiment analysis solution for online reviews. Include preprocessing, feature extraction, and scoring stages.	10	5	3

OR

5(B)	(i)	Develop a big data solution to enhance crop yield forecasting in agriculture. What data sources (e.g., weather, soil, sensor data) and predictive indicators would you consider?	5	5	3
	(ii)	Apply sentiment analysis to healthcare patient feedback collected through online surveys. Explain the workflow and sentiment extraction approach.	5	5	3

Q.6	Case Study	10M	1	5

Big Data in Agriculture – Precision Farming by John Deere John Deere, a global leader in agricultural machinery, has embraced Big Data to revolutionize farming through Precision Agriculture. With the world's food demand rising, efficient and sustainable farming is essential. John Deere's advanced tractors and equipment are equipped with IoT sensors and GPS that collect real-time data from the fields. The data includes soil moisture levels, crop health indicators, machine performance, weather conditions, and even planting density. This information is transmitted to the cloud, where it is processed using Big Data technologies such as Apache Hadoop, AWS, and machine learning algorithms. Farmers access this data via mobile dashboards, enabling them to make data-driven decisions. For example, if a sensor detects low soil moisture in a specific zone, only that part of the field is irrigated — reducing water usage and increasing yield. Similarly, nutrient levels in the soil help determine the exact quantity of fertilizer needed, avoiding waste. John Deere's Operations Centre platform aggregates data from thousands of farms to offer predictive analytics. It can forecast the best planting and harvesting times based on historical data and weather trends. Precision agriculture with Big Data has empowered even small-scale farmers to adopt smart techniques once limited to industrial farms.

Questions:
1. How does John Deere use IoT and Big Data in Precision Agriculture?
2. What types of data are collected from fields, and how are they used?
3. Explain how Big Data improves resource efficiency in farming.
4. Describe the role of the Operations Centre in predictive analytics.
5. How does Big Data contribute to solving larger global issues in agriculture?

END