

Room No: \_\_\_\_\_

Regd No: \_\_\_\_\_

**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG III - SEMESTER END EXAMINATIONS**

Class : II MBA  
Subject : Management  
Title of Paper : Stress Management  
Paper Code : R22MBA308  
W.E.F : 2022-23

Max Marks : 70

Pass Mark : 28

Duration : 3 Hrs

Time :

Date :

9 am to 12 pm  
02/02/2024

**SECTION-A**

**5X3=15M**

**I. Answer any FIVE of the following Questions**

1. What is Stress and explain its nature.
2. Briefly explain the symptoms of Burnout.
3. Describe occupational Stress.
4. Explain the concept of Stress in individuals.
5. Describe the causes of Frustration.
6. Explain the Stress related Disorders.
7. Describe Yoga.
8. What is Assertiveness Training.

**SECTION-B**

**5X8=40M**

**II. Answer ALL the following Questions**

9. Explain the common stressors at work place in detail.

**(OR)**

10. Describe the strategies for coping stress at both individual and organizational levels.

11. Explain the various consequences of stress.

**(OR)**

12. Describe the behavioural aspects of stress.

13. What are Transactional Analysis and Locus of Control.

**(OR)**

14. Explain the impact of Emotional Intelligence on Business Environment.

15. Describe the role of Communication in managing Stress and Work performance.

**(OR)**

16. Explain the various Stress Reduction practices in detail.

17. Describe the various Stress management Techniques in detail.

**(OR)**

18. Explain the concept of preparing for future.

**[P.T.O]**

SECTION-C

15M

**III. Case Study (Compulsory)**

19 Ms. Shilpa has been working with Infotech Pvt ltd at Hyderabad since 2013. She joined this IT company as a software trainee but over the time she performed so well that she got three promotions and now she is a part of team of software developers. Her team leader is impressed by her technical know-how and her skills to resolve the technical issues. Till 2017 she devoted her quality time to her responsibilities and has been found dedicated towards her job. However, HR manager of this company Mr S.Dass has noticed a major change in her behavior since last few months as these changes were putting a significant impact on her performance. So, he collected some important information regarding her life. He came to know that she got married in December 2016. Her husband was staying at Some other place so she has shifted with him at a distant place in June 2017. She has to travel almost two hours daily due to this change in place. Her mother got expired in February 2018. She was very close to her mother and was not able to accept it. Moreover, she delivered a baby girl in June 2018. Mr. Dass concluded that Shilpa is not able to manage this stress and making balance between her personal and professional life. As a HR manager he investigated the other women working in his company. But he realized that most of women workers are maintaining work life balance and performing well. So, he calls Shilpa to discuss about her problem and provide her necessary counselling.

**Questions:**

- a) Do you think that some major life changes in Shilpa's life have created stress which has reduced her efficiency?
- b) Do individuals vary in reacting to similar life events in terms of managing stress?
- c) What coping strategies Ms Shilpa should follow to reduce stress caused to her due to life changes?
- d) Should Mr. Dass suggest practicing meditation and Yoga to Ms Shilpa to relieve stress?



Room No: \_\_\_\_\_

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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG III – SEMESTER END EXAMINATIONS**

Class : II MBA  
Subject : Management  
Title of Paper : Managerial Competencies & Employee Development  
Paper Code : R22MBA306(H)  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : 9am to 12pm  
Date : 07/02/2024

**SECTION-A**

**I. Answer any FIVE of the following Questions**

**5X3=15M**

1. Meaning of Managerial Competencies
2. Career Planning
3. Succession Planning
4. Managerial Training Programmes
5. Career Development
6. Holland theory
7. Techniques of Competency Mapping
8. Benefits of Performance appraisal

**SECTION-B**

**II. Answer ALL the following Questions**

**5X8=40M**

9. What is Competency? Explain the significance of Managerial Competencies for effective work Performance in a dynamic business Environment.  
(OR)
10. What are the managerial Competencies and why are they important for Career development?  
(OR)
11. Elaborate the Role of Competency Mapping? How does it contribute to Career Development System?  
(OR)
12. Discuss the relevant issues in Career Development and Strategies for Career development  
(OR)
13. What do you mean by Career Anchors? Explain the relevant issues in the light of Current Dynamic business environment.  
(OR)
14. What are the techniques of performance appraisal? Explain in Detail.  
(OR)
15. Define Training. How to develop Suitable Training Programmes for Competency Management.  
(OR)
16. Explain the Challenges in training for Career Development of employee  
(OR)
17. How to Develop an Effective Competency Mapping Model for a Medium Sized Manufacturing Company.  
(OR)
18. Discuss the Special issues in Career development

**[P.T.O]**

**SECTION-C**

**1X15=15M**

**III. Case Study**

**19.** A senior executive, middle aged was expecting promotion for the past 4 years, which is due for him as he is with the organization from its inception. The performance appraisal methods are changing every year, as HR manager is highly curious and adventurous in testing many new methods. The middle-aged executive cannot cope up with the up gradation of software's related to performance appraisals. He is sincere in his job, not very high performing or low. He accomplishes his targets and have been loyal to the organization.

When every time his promotion is denied based on performance rankings and his juniors move up the ladder, he felt cheated and victimized. He curse and loath the system of performance appraisals and recently, his behavior is changing on the negative side, not cooperating with his superiors (once juniors), absenteeism increasing and performance still going low.

**Answer the Questions:**

1. What is the major issue in this case?
2. Is the performance evaluation system in the company not good?
3. Who is responsible for the poor performance of the executive?



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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG III - SEMESTER END EXAMINATIONS**

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Title of Paper : Managerial Competencies & Employee Development  
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**SECTION-A**

**5X3=15M**

**I. Answer any FIVE of the following Questions**

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4. Managerial Training Programmes
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6. Holland theory
7. Techniques of Competency Mapping
8. Benefits of Performance appraisal

**SECTION-B**

**5X8=40M**

**II. Answer ALL the following Questions**

9. What is Competency? Explain the significance of Managerial Competencies for effective work Performance in a dynamic business Environment.  
(OR)
10. What are the managerial Competencies and why are they important for Career development?  
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**[P.T.O]**

**SECTION-C**

**1X15=15M**

**III. Case Study**

19. A senior executive, middle aged was expecting promotion for the past 4 years, which is due for him as he is with the organization from its inception. The performance appraisal methods are changing every year, as HR manager is highly curious and adventurous in testing many new methods. The middle-aged executive cannot cope up with the up gradation of software's related to performance appraisals. He is sincere in his job, not very high performing or low. He accomplishes his targets and have been loyal to the organization.

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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**

**PG III - SEMESTER END EXAMINATIONS**

Class : II MBA  
Subject : Management  
Title of Paper : Management of Banks & Financial Institutions  
Paper Code : R22MBA306(F)  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : 9am to 12pm  
Date : 09/02/2024

**SECTION-A**

**5X3=15M**

**I. Answer any FIVE of the following Questions**

.. Write short notes on:

1. EFT Services
2. Growth of banking system in India
3. Factors influencing loan policy
4. Contents of loan policy
5. Objectives of ALM
6. Monetary policy
7. CAMELS Rating system
8. Basel norms

**SECTION-B**

**5X8=40M**

**II. Answer ALL the following Questions**

9. Evaluate the strengths, weakness, opportunities and threats of Indian commercial banks.

**(OR)**

10. What are the objectives of mergers in banking sector? Critically analyze on the mergers that have taken place in the post liberalization era.

11. Define capital adequacy norms. Explain the capital funding and strategies and norms for capital adequacy.

**(OR)**

12. Briefly explain about theories of liquidity management.

13. What re NPA's? Describe the major factors that contribute to high levels of NPA in India. Explain the steps taken by banking sector to resolve this problem.

**(OR)**

14. What are the principles of investment policy of commercial banks? Explain.

15. Write a note on structure and major reforms of Indian financial system.

**(OR)**

16. Bring out the difference between money market and capital market.

17. Discuss what are the regulatory institutions in India and explain the role of central bank?

**(OR)**

18. Elaborate the types and comparison between banks and NBFCs.

**SECTION-C**

**1X15=15M**

**III. Case Study (Compulsory)**

19. The Indian financial sector is playing a vital role in economic development. Highlight the reforms introduced in various sectors such as banking, capital market, insurance and external sectors.



Room No: \_\_\_\_\_

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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG III - SEMESTER END EXAMINATIONS**

Class : II MBA  
Subject : Management  
Title of Paper : Behavioural Finance  
Paper Code : R22MBA304(F)  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : 9am to 12pm  
Date : 09/02/2024

**SECTION-A**

**I. Answer any FIVE of the following Questions**

**5X3=15M**

1. Investment decision cycle
2. Risk and Uncertainty
3. Active Portfolio Management
4. Financial markets
5. Neurophysiology of risk taking
6. Psychological characteristics of Investor
7. Modern finance
8. Strategies for manage wealth

**SECTION-B**

**II. Answer ALL the following Questions**

**5X8=40M**

9. Write a detailed note on behavioral finance?  
(OR)
10. What is cognitive Information Perception? Explain Exponential discounting & Hyperbolic discounting?
11. Explain Expected Utility Theory and its Functions?  
(OR)
12. Discuss Investor rational Decision making under risk and uncertainty?
13. What is Capital structure? How Behavioral factors effect corporate decisions on capital structure?  
(OR)
14. What is Stock market? Explain Arbitrage Model?
15. How Behavioral Factors Influence the Investor Decision making on market timing?  
(OR)
16. As per Investor psychology, explain Risk Perception and attitudes?
17. Explain Investor Emotions and Decisions in Risk Taking?  
(OR)
18. Discuss Investor Personality & Risk attitudes in different domains?

**SECTION-C**

**III. CASESTUDY COMPULSORY**

**15M**

19. Explain in Detail about Financial Behavior of Investor?



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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG III - SEMESTER END EXAMINATIONS**

Class	: II MBA	Max Marks	: 70
Subject	: Management	Pass Mark	: 28
Title of Paper	: Human Resources Planning & Development	Duration	: 3 Hrs
Paper Code	: R22MBA304(H)	Time	: 9am to 12pm
W.E.F	: 2022-23	Date	: 09/02/2024.

**SECTION-A**

**5X3=15M**

**I. Answer any FIVE of the following Questions**

1. Objectives of HRP
2. Components of Career Planning
3. HRD Concept
4. Organizational Analysis
5. HR Audit
6. Human Resource Accounting
7. HRD Climate
8. Succession Planning

**SECTION-B**

**5X8=40M**

**II. Answer ALL the following Questions**

**9. Define HRP. What are the Approaches to HRP? Explain in detail.**

**(OR)**

**10. Explain steps in Human Resource planning Process**

**11. What is Career Planning. Elaborate Career stages**

**(OR)**

**12. Define HR Audit. Explain its Methodology.**

**13. Discuss HRD in Changing Scenario.**

**(OR)**

**14. What do you mean by Role Analysis. Write Some key terms in Role Analysis**

**15. Explain the factors Affecting Quality of Work Life.**

**(OR)**

**16. Write about HRD Evaluation Process.**

**17. Explain the concept of HR Out Sourcing.**

**(OR)**

**18. Explain the practices of HRD in the Manufacturing and Service Sector.**

**[P.T.O]**



### SECTION-C

1X15=15M

### **III. Case Study**

Watson Public Ltd Company is well known for its welfare activities and employee-oriented schemes in the manufacturing industry for more than ten decades. The company employs more than 800 workers and 150 administrative staff and 80 management-level employees. The Top-level management views all the employees at the same level. This can be clearly understood by seeing the uniform of the company which is the Same for all starting from MD to floor level workers. The company has 2 different cafeterias at different places one near the plant for workers and others near the Administration building. Though the place is different the amenities, infrastructure and the food provided are of the same quality. In short, the company stands by the rule of **Employee Equality**.

The company has one registered trade union. The relationship between the union and the management is very cordial. The company has not lost a single man day due to strike. The company is not a paymaster in that industry. The compensation policy of that company, when compared to other similar companies, is very less still the employees don't have many grievances due to the other benefits provided by the company. But the company is facing a countable number of problems in supplying the materials in the recent past days. Problems like quality issues, mismatch in packing materials (placing material A in the box of material B) incorrect labelling of material, not dispatching the material on time, etc...

The management views the case as there are loopholes in the system of various departments and hand over the responsibility to the HR department to solve the issue. When the HR manager goes through the issues he realized that the issues are not relating to the system but it relates to the employees. When investigated he come to know that the reason behind the casual approach by employees in work is The company hired new employees for a higher-level post without considering the potential internal candidates. The newly hired employees are placed with higher packages than that of existing employees in the same cadre.

#### **Questions:**

1. Narrate the case with a suitable title for the case. Justify your title.
2. The points rose by the HR manager as the reason for the latest issues in the organization is justifiable or not. Comment your Answer.
3. If you are in the role of HR manager what will be your immediate step to solve this case.



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Regd No: \_\_\_\_\_

**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG III - SEMESTER END EXAMINATIONS**

Class : II MBA  
Subject : Management  
Title of Paper : Management of Banks & Financial Institutions  
Paper Code : R22MBA306(F)  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : 9am to 12pm  
Date : 09/02/2024

**SECTION-A**

**I. Answer any FIVE of the following Questions**

**5X3=15M**

Write short notes on:

1. EFT Services
2. Growth of banking system in India
3. Factors influencing loan policy
4. Contents of loan policy
5. Objectives of ALM
6. Monetary policy
7. CAMELS Rating system
8. Basel norms

**SECTION-B**

**II. Answer ALL the following Questions**

**5X8=40M**

9. Evaluate the strengths, weakness, opportunities and threats of Indian commercial banks.  
(OR)
10. What are the objectives of mergers in banking sector? Critically analyze on the mergers that have taken place in the post liberalization era.
11. Define capital adequacy norms. Explain the capital funding and strategies and norms for capital adequacy.  
(OR)
12. Briefly explain about theories of liquidity management.
13. What re NPA's? Describe the major factors that contribute to high levels of NPA in India. Explain the steps taken by banking sector to resolve this problem.  
(OR)
14. What are the principles of investment policy of commercial banks? Explain.
15. Write a note on structure and major reforms of Indian financial system.  
(OR)
16. Bring out the difference between money market and capital market.
17. Discuss what are the regulatory institutions in India and explain the role of central bank?  
(OR)
18. Elaborate the types and comparison between banks and NBFCs.

**SECTION-C**

**III. Case Study (Compulsory)**

**1X15=15M**

19. The Indian financial sector is playing a vital role in economic development. Highlight the reforms introduced in various sectors such as banking, capital market, insurance and external sectors.



Room No: \_\_\_\_\_

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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG III - SEMESTER END EXAMINATIONS**

Class : II MBA  
Subject : Management  
Title of Paper : Behavioural Finance  
Paper Code : R22MBA304(F)  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : 7am to 12pm  
Date : 09/02/2024

**SECTION-A**

**5X3=15M**

**I. Answer any FIVE of the following Questions**

1. Investment decision cycle
2. Risk and Uncertainty
3. Active Portfolio Management
4. Financial markets
5. Neurophysiology of risk taking
6. Psychological characteristics of Investor
7. Modern finance
8. Strategies for manage wealth

**SECTION-B**

**5X8=40M**

**II. Answer ALL the following Questions**

9. Write a detailed note on behavioral finance?  
(OR)
10. What is cognitive Information Perception? Explain Exponential discounting & Hyperbolic discounting?
11. Explain Expected Utility Theory and its Functions?  
(OR)
12. Discuss Investor rational Decision making under risk and uncertainty?
13. What is Capital structure? How Behavioral factors effect corporate decisions on capital structure?  
(OR)
14. What is Stock market? Explain Arbitrage Model?
15. How Behavioral Factors Influence the Investor Decision making on market timing?  
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16. As per Investor psychology, explain Risk Perception and attitudes?
17. Explain Investor Emotions and Decisions in Risk Taking?  
(OR)
18. Discuss Investor Personality & Risk attitudes in different domains?

**SECTION-C**

**III. CASESTUDY COMPULSORY**

**15M**

19. Explain in Detail about Financial Behavior of Investor?



Room No: \_\_\_\_\_

Regd No: \_\_\_\_\_

**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG III - SEMESTER END EXAMINATIONS**

Class : II MBA  
Subject : Management  
Title of Paper : Digital Marketing  
Paper Code : R22MBA303  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : 9am to 12pm  
Date : 31/01/2024

**SECTION-A**

**5X3=15M**

**I. Answer any FIVE of the following Questions**

1. Write notes on Digital Marketing channels.
2. What do you understand by Target Group Analysis
3. Explain the role of Social Media in Marketing
4. Elucidate the important steps in the creation of a Face book page.
5. What are the ethical Issues of Social Media Marketing
6. What is your idea on the future of Digital Marketing.
7. Explain Digital Marketing Budgeting.
8. "Digital Marketing is the order of the present day". Explain clearly.

**SECTION-B**

**5X8=40M**

**II. Answer ALL the following Questions**

9. Explain the fundamental ideas underlying Digital Marketing.

**(OR)**

10. Compare and Contrast Digital vs Real Marketing.
11. Write a detailed notes on Content Production.

**(OR)**

12. Explain the various Privacy issues in Digital Marketing.

13. Give detailed notes on different types of Social Media Channels.

**(OR)**

14. Explain the various strategies of Social Media Marketing.

15. Explain about the various types of publications in Face book.

**(OR)**

16. How do you integrate Instagram with a website and other social networks.

17. Explain the role of AI and Chat GPT in Digital Marketing.

**(OR)**

18. What are the various problems and challenges in Social Media Marketing.

**[P.T.O]**

**SECTION-C**

**1X15=15M**

**III. Long Answer Questions (OR) CASE STUDY**

19. Mercedes Benz seem to win every time with their Social Media Campaigns. They are very well known for their successful social Media Marketing campaigns. Mercedes wanted to reach out to the younger audience so they hired five top instagram photographers to each take the pics of New Mercedes and who ever got the most likes is awarded the car. So they all really worked very hard for it. By the end of the Campaign Mercedes has received the following 8,70,000,000 organic instagram impressions 2,000,000 instagram likes 150 new marketing assets (Stunning photos)

**QUESTIONS:**

1. What lessons have you learnt from the above case of Mercedes Benz.
2. What do you think is the reason for the success of Mercedes. Explain.
3. If you were the right person would you support or oppose the idea of Mercedes Benz. Explain the justified reasoning.



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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**

**PG III - SEMESTER END EXAMINATIONS**

Class : II MBA

Max Marks : 70

Subject : Management

Pass Mark : 28

Title of Paper : Human Resources Planning & Development

Duration : 3 Hrs

Paper Code : R22MBA304(H)

Time : 9am to 12pm

W.E.F : 2022-23

Date : 09/02/2024

**SECTION-A**

**I. Answer any FIVE of the following Questions**

**5X3=15M**

1. Objectives of HRP
2. Components of Career Planning
3. HRD Concept
4. Organizational Analysis
5. HR Audit
6. Human Resource Accounting
7. HRD Climate
8. Succession Planning

**SECTION-B**

**II. Answer ALL the following Questions**

**5X8=40M**

9. Define HRP. What are the Approaches to HRP? Explain in detail.

**(OR)**

10. Explain steps in Human Resource planning Process

11. What is Career Planning. Elaborate Career stages

**(OR)**

12. Define HR Audit. Explain its Methodology.

13. Discuss HRD in Changing Scenario.

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14. What do you mean by Role Analysis. Write Some key terms in Role Analysis

15. Explain the factors Affecting Quality of Work Life.

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16. Write about HRD Evaluation Process.

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**[P.T.O]**

## SECTION-C

1X15=15M

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#### **Questions:**

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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG III - SEMESTER END EXAMINATIONS**

Class : II MBA  
Subject : Management  
Title of Paper : Digital Marketing  
Paper Code : R22MBA303  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : 9am to 12pm  
Date : 31/01/2024

**SECTION-A**

**5X3=15M**

**I. Answer any FIVE of the following Questions**

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6. What is your idea on the future of Digital Marketing.
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8. "Digital Marketing is the order of the present day". Explain clearly.

**SECTION-B**

**5X8=40M**

**II. Answer ALL the following Questions**

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**(OR)**

10. Compare and Contrast Digital vs Real Marketing.
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**(OR)**

12. Explain the various Privacy issues in Digital Marketing.
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**(OR)**

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**[P.T.O]**

**SECTION-C**

**1X15=15M**

**III. Long Answer Questions (OR) CASE STUDY**

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**QUESTIONS:**

1. What lessons have you learnt from the above case of Mercedes Benz.
2. What do you think is the reason for the success of Mercedes. Explain.
3. If you were the right person would you support or oppose the idea of Mercedes Benz.

Explain the justified reasoning.



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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG III - SEMESTER END EXAMINATIONS**

Class : II MBA  
Subject : Management  
Title of Paper : Performance And Reward Management  
Paper Code : R20MBA305HRM / R22MBA305(H)  
W.E.F : 2021-22

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : 9am to 12pm  
Date : 05-02-2024

**SECTION-A**

**5X3=15M**

**I. Answer any FIVE of the following Questions**

1. Objectives of Performance Management
2. Performance Dimensions
3. Explain the Concept of Monitoring
4. HR Score Card
5. Reward Management
6. Performance Linked Career Planning
7. Discuss the Performance Pay
8. Explain in the importance of Fringe Benefits

**SECTION-B**

**5X8=40M**

**II. Answer the following Questions**

9. Describe in detail the dimensions of the Performance Management?

**(OR)**

10. Define Performance Management? And discuss the Performance Management Process

11. Defining Performance? What are the determinants of Performance?

**(OR)**

12. What are the methods of Performance Appraisal? Discuss the merits and demerits of the Performance Appraisal System.

13. Describe the Components and Process of Personal Development Plans?

**(OR)**

14. Write about the Concept and Need for Performance Consulting

15. Discuss about the Performance Linked Remuneration System

**(OR)**

16. Describe in detail the Executive Compensation Systems in MNCs.

17. Briefly Discuss about the Incentives

**(OR)**

18. What are the Retirement Benefits including VRS?

**[P.T.O]**

**III. Case Study (Compulsory)**

19. Mr Ajit Saxena is the Director of RACE Management Institute offering a two-year management programme for young graduates. The institute was established 10 years ago and released nine batches of students. When Mr Saxena was appointed three years ago, he was greeted with problems in the institute and has been struggling for the last three years to solve one after the other. Mr Saxena is a management graduate and had five years of working experience in a manufacturing organization before joining the institute. He quickly ascertained the information and found the following:

- a) The institute is incurring losses for the last two years.
- b) The working expenses increased by 400 per cent during the decade.
- c) The number of employees increased from 6 to 11 in teaching and 3 to 9 in non-teaching.
- d) The teacher workload was reduced from 15 hours a week to 8 hours a week.
- e) Student enrollment declined from 100 per cent to 60 per cent.
- f) The percentage of placement was down from 20 per cent to nil.

Mr Saxena decided to tackle the problem of loss incurring and initiated some measures. He increased the work-load of the teaching and non-teaching by retrenching employees from both sections. He introduced expense control system to reduce working expenses and allocated funds for promotion. As a result, there was a marginal improvement in financial position and the student enrollment also went up to reach 80 per cent. Mr Saxena was relaxed with the results and thought the situation will further improve year by year. But, contrary to his expectations, the problems are further intensified.



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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG-III SEMESTER END EXAMINATIONS**

Class : II MBA  
Subject : Management  
Title of Paper : Security Analysis & Portfolio Management  
Paper Code : R20MBA306FIN / R22MBA305(F)  
W.E.F : 2021-22

Max Marks : 75  
Pass Mark : 30  
Duration : 3 Hrs  
Paper Time : 9am to 12pm  
Date : 05-02-2024

**SECTION - A**

**Answer any FIVE Of the following questions.**

**5X3=15M**

- 1 Objectives of Investment.
- 2 Types of Investors.
- 3 Multiple Growth Model.
- 4 Dow theory.
- 5 Security Market Line.
- 6 CAPM.
- 7 Elements of risk.
- 8 Moving average analysis.

**SECTION - B**

**Answer ALL the following Questions**

**5X8=40M**

- 9 Describe the investment process in India. Also explain the different investment avenues available.

**(OR)**

- 10 An investor has analyzed a share for a one-year holding period. The share is currently selling for Rs.43 but pays no dividends and there is a fifty-fifty chance that the share will sell for either Rs. 55 or Rs.60 by the year end. What is the expected return and risk if 250 shares are acquired with 80 per cent borrowed funds? Assume the cost of borrowed funds to be 12 Percent.(Ignore commissions and taxes).

- 11 How would you assess the present value of a bond? Explain the various bond value theorems with examples.

**(OR)**

- 12 Arun buys a bond with four years to maturity. The bond has a coupon rate of 9 per cent and is priced Rs. 100 in the market.  
i) what is the duration of the bond?  
ii) what will be the percentage change in the price of the bond if the interest rate rises to 10 per cent?

- 13 What is meant by fundamental analysis? How does fundamental analysis differ from technical analysis?

**(OR)**

- 14 What are the methods adopted to analyze the financial statements of a company?

**(P.T.O)**

- 15 Given the following variance-covariance matrix for three securities, as well as the percentage of the portfolio that each security comprises, calculate the portfolio's standard deviation?

Security	A	B	C
A	425	-190	120
B	-190	320	205
C	120	205	175
$W_A = 0.35$ $W_B = 0.25$ $W_C = 0.40$			

(OR)

- 16 Define efficient frontier. Distinguish between efficient portfolio and feasible portfolio.
- 17 How can an investor earn riskless arbitrage? Can the arbitrage exist forever in the market?

(OR)

- 18 Describe various methods of portfolio performance evaluation.

### SECTION -C

#### Case Study

Answer the following Question

1X15=15M

- 19 Pearl and Diamond are the two mutual funds. Pearl has a mean success of .15 and diamond has .22. The Diamond has double the Beta of Pearl fund's 1.5. The standard deviations of Pearl and Diamond funds are 15% and 21.43%. The mean return of market index is 12% and its standard deviation is 7. The risk free rate is 8%.

Questions:

- Compute the Jensen Index for each fund.
- Compute the Treynor and Sharpe indices for the funds. Interpret the results.

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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG-III SEMESTER END EXAMINATIONS**

Class : II MBA  
Subject : Management  
Title of Paper : Product & Brand Management  
Paper Code : R20MBA304MKT / R20MBA302  
W.E.F : 2021-22

Max Marks : 75  
Pass Mark : 30  
Duration : 3 Hrs  
Paper Time : 9am to 12pm  
Date : 29/01/2022

**SECTION - A**

**5X3=15M**

**1. Answer any FIVE Of the following questions.**

- PLC.
- Product Classification.
- Product Mix Decision.
- Elements of Positioning.
- Product Vs. Brand
- Brand Equity.
- Brand Audit.
- Brand Loyalty.

**SECTION - B**

**5X8=40M**

**Answer ALL the following Questions**

**2. (a)** Explain the significance of product classification from marketing point of view.

**(OR)**

**(b)** Discuss the concept of product life cycle (PLC). Comment on PLC as an aid to new product development planning strategies.

**3. (a)** Product line decisions are crucial and vital in an enterprise. Discuss the factors influencing the product line decisions.

**(OR)**

**(b)** Explain the concept of product positioning and various methods of positioning.

**4. (a)** Explain different types of branding strategies with suitable examples.

**(OR)**

**(b)** What is Brand Management? Site a few brand of your choice and justify.

**5. (a)** Write a detailed note on (i) Brand equity  
(ii) Brand Respositioning  
(iii) Brand Extension  
(iv) Brand Personality  
(v) Brand Image Building

**(OR)**

**(b)** Explain various methods for measuring brand equity.

**(P.T.O)**

6. (a) Explain Brand Development through Acquisition, Take Over and Mergers.

(OR)

(b) Discuss Brand success strategies. What do you understand by brand failures?

**SECTION -C**

**Case Study**

**1X15=15M**

**Answer the following Question**

7. Subodh Company limited is in the "Fast moving Consumer Goods" sector found through the researchers that there is vast potential in the branded flour (atta) market that could be tapped. On the basis of this company decides to enter the market. Discuss the process of designing the positioning strategy for the product.

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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG-III SEMESTER END EXAMINATIONS**

Class : II MBA  
Subject : Management  
Title of Paper : Strategic Management  
Register Code : R20MBA301 / R22MBA301  
W.E.F : 2021-22

Max Marks : 75  
Pass Mark : 30  
Duration : 3 Hrs  
Paper Time : 7am to 12pm  
Date : 27/01/2024

**SECTION - A**

**1. Answer any FIVE Of the following questions.**

**5X3=15M**

- Need of Strategic Management.
- Strategic decision making.
- ETOP.
- Porter's Forces Model.
- Corporate Culture.
- Acquisitions.
- Organisational Leadership.
- Strategic Control Process.

**SECTION -B**

**Answer ALL the following Questions**

**5X8=40M**

**2. (a) Explain Scope and Importance of Strategic Management.**

**(OR)**

**(b) Write the brief notes of Stages in Strategic Management.**

**3. (a) Explain the different Market Evolution Matrix.**

**(OR)**

**(b) What is the concept of Strategic Business Units (SBUs).**

**4. (a) Write the brief notes on Corporate Social Responsibilities.**

**(OR)**

**(b) Write is the important role of Budgets in an Organisation.**

**5. (a) Explain the different types of Expansion Strategies.**

**(OR)**

**(b) Write the difference between Market Devolvment and Product Devolvment.**

**6. (a) Write about Triple Bottom Line Approach in brief.**

**(OR)**

**(b) Write the brief notes on 7S Framework.**

**(P.T.O)**

**SECTION -C**

**Case Study**

**1X15=15M**

**Answer the following Question**

**7. Business Analysis**

**Overview**

A mid-sized Life Sciences research firm was looking to improve its product offerings by providing clients with industry standard best practices and tools for quality measurement systems. They were in need of a partner with industry expertise who could interface with key clients and internal stakeholders (analysts, data managers, directors and C-level leadership) to analyze and synthesize methods into a concise, yet comprehensive body of work that would enhance their current library of resources.

**Target**

Provide an all-inclusive analysis around quality measurement systems' best practices and prepare formalized results through a guidance document and companion toolset prior to the client's upcoming Members' Summit

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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**

**PG III - SEMESTER END EXAMINATIONS**

Class : II MCA  
Subject : Computers  
Title of Paper : Artificial Intelligence  
Paper Code : R22MCA302  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : 9am to 12pm  
Date : 29/01/2024.

**SECTION-A**

**5X14=70**

**I. Answer ALL the following Questions**

1. Explain the development of AI Language

**(OR)**

2. Discuss Current Trends in AI and Intelligent Systems.

3. Explain State Space Search and Control Strategies

**(OR)**

4. Explain Heuristic Search techniques.

5. Explain about Propositional Calculus

**(OR)**

6. Explain Goal Stack Planning and Non Linear planning

7. Explain the approach of knowledge representation

**(OR)**

8. Explain knowledge representation using frames

9. Explain Probability theory

**(OR)**

10. Discuss about Traditional Systems versus Expert Systems

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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**

**PG III - SEMESTER END EXAMINATIONS**

Class : II MCA  
Subject : Computers  
Title of Paper : Data Science  
Paper Code : R22MCA301  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs

Time : 9 am to 12 pm  
Date : 27/01/2024

**SECTION-A**

**I. Answer ALL the following Questions**

**14X5=70M**

1. Explain Arrays and computation of Arrays in NumPy

**(OR)**

2. Explain about masks , Boolean logic and Fancy indexing

3. Explain about objects in Pandas and Combining Data sets in Pandas

**(OR)**

4. Explain about data indexing selection and aggregation in pandas

5. Explain about Contour Plots and Simple Scatter Plots

**(OR)**

6. Explain about Simple line plots, Histograms and Binnings

7. Explain about various customizations using Matplotlib

**(OR)**

8. Explain Visualization using Seaborn

9. What is machine learning? Explain its applications with examples

**(OR)**

10. Explain about Decision trees and Random forests



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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG III - SEMESTER END EXAMINATIONS**

Class : II MCA  
Subject : Computers  
Title of Paper : Information Security  
Paper Code : R22MCA303  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : *9am to 12pm*  
Date : *31/01/2024*

**SECTION-A**

**5X14=70M**

**I. All Questions carry equal marks**

1. Explain about NSTISSC Security Model?

**(OR)**

2. Explain about The SDLC and its Security?

3. Explain about Simple Network Management Protocol .

**(OR)**

4. Explain about Threats and Attacks.

5. Explain about Identifying and Assessing Risk,

**(OR)**

6. Explain about Approaches of Risk Analysis.

7. Explain about NIST Models

**(OR)**

8. Explain about Design of Security Architecture.

9. Explain about Scanning and Analysis Tools.

**(OR)**

10. Explain about Cryptography

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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**

**PG III – SEMESTER END EXAMINATIONS**

Class : II MCA  
Subject : Computers  
Title of Paper : R Programming  
Paper Code : R22MCA305  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : 9am to 12pm  
Date : 05-02-2024

**SECTION-A**

**I. All Questions carry equal marks**

**5X14=70M**

1. Explain about Matrices, Arrays?

**(OR)**

2. Explain about Data Frames, Lists?

3. Explain about R Programming Control structures.

**(OR)**

4. Explain about Arithmetic and Boolean Operators in R.

5. Explain about Functions For Statistical Distribution,

**(OR)**

6. Explain about Math Function in R .

7. Explain about Workhorse of R Base Graphics

**(OR)**

8. Explain about Customizing Graphs in R.

9. Explain about Normal Distribution- Binomial Distribution.

**(OR)**

10. Explain about T-Tests, -ANOVA



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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**

**PG III – SEMESTER END EXAMINATIONS**

Class : II M.Sc (ACH/OCH)  
Subject : Computers  
Title of Paper : Python Programming  
Paper Code : R22ACH305/R22OCH305  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : *7am to 12PM*  
Date : *05-02-2024*

**SECTION-A**

**I. All Questions carry equal marks**

**5X14=70M**

1. Explain about Features of Python and History of Python?

**(OR)**

2. Explain about Variables and Identifiers in Python?

3. Explain about Decision Control Statements in Python.

**(OR)**

4. Explain about looping Statements in Python.

5. Explain about Functions in python,

**(OR)**

6. Explain about Packages in Python

7. Explain about Built in String Methods in python

**(OR)**

8. Explain about Regular Expressions in Python

9. Explain about Public and Private Data Members.

**(OR)**

10. Explain about Built-in Class Attributes

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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**

**PG III - SEMESTER END EXAMINATIONS**

Class : II M.Sc (OCH)  
Subject : Organic Chemistry  
Title of Paper : Organic Photo Chemistry And Pericyclic Reactions  
Paper Code : R22OCH305  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : *9am to 12pm*  
Date : *31/01/2024*

**SECTION-A**

1. Explain the following: (8+6M)  
a) Cis trans isomerization of alkenes    b) Photo Fries rearrangement  
(OR)
2. Outline the following: (8+6M)  
a) Di- $\pi$  methane rearrangement    b) Photochemistry of Aromatic compounds.
3. Discuss Norrish Type I and Barton reactions with suitable examples. (7+7M)  
(OR)
4. Explain Paterno-Buchi reaction and photo reduction with mechanism (7+7M)
5. a) Discuss the 1,3,5-hexatriene system by using wood ward Hoffmann correlation method. (10M)  
b) Explain the terms DIS rotation and CON rotation with reference to electro cyclic reactions (4M)  
(OR)
6. Explain  $4n$  and  $4n+2$  electro cyclic reactions by using Huckel- Mobius aromatic and antiaromatic transition state methods. (7+7M)
7. Discuss  $2+2$  and  $4+2$  cyclo addition reactions by using orbital symmetry correlation diagram method. (7+7M)  
(OR)
8. a) Describe Woodward- Hoffmann selection rules for Cyclo addition reactions. (8M)  
b) Explain the endo - exo selectivity in Diels - Alder reaction. (6M)
9. What is Cope rearrangement? Explain its mechanism and stereochemistry. How is Claisen rearrangement related to Cope rearrangement? (5+5+5M)  
(OR)
10. Describe the sigmatropic rearrangements with hydrogen as migrating atom by using FMO method. (14M)



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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**

**PG III - SEMESTER END EXAMINATIONS**

Class : II M.Sc (OCH)  
Subject : Organic Chemistry  
Title of Paper : Chemistry of Natural Products  
Paper Code : R22OCH304  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : 09:00 to 12:00  
Date : 29/1/24

**SECTION-A**

1. Explain the general methods for structural elucidation of alkaloids in detail. (14M)

**(OR)**

2. Write the structure of Quinine and explain the structural elucidation of quinine. (14M)

3. Brief about structural elucidation & synthesis of Zingiberene. (14M)

**(OR)**

4. Explain about

i) Terpenoids and isolation of Terpenoids

ii) Isoprene Rule & Special Isoprene rule

(14M)

5. Draw the structure of Progesterone and writes the structural elucidation of progesterone. (14M)

**(OR)**

6. Write note on structural elucidation of testosterone. (14M)

7. Explain the structure elucidation of Kaempferol. (14M)

**(OR)**

8. Structural elucidation of Quercetin. (14M)

9. Explain the synthesis of Quinones & Haemin. (14M)

**(OR)**

10. Write classification & general methods for structural elucidation of plant pigments (14M)

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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG III - SEMESTER END EXAMINATIONS**

Class : II M.Sc (OCH)  
Subject : Organic Chemistry  
Title of Paper : Organic Reactions Mechanism  
Paper Code : R22OCH301  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : 9am to 12pm  
Date : 27/01/2024

**SECTION-A**

1. Discuss the reaction, mechanism and synthetic applications of the following reactions. (14M)  
a) Sakurai reaction    b) Tebbe olefination.  
(OR)
2. Give the reaction, mechanism and applications of (5+5+4=14M)  
a) Heck coupling    b) Sonogashira coupling    c) Ullmann coupling reaction
3. Write a note on the following reactions. (14M)  
a) Passerini reaction    b) Biginelli reaction.  
(OR)
4. What is Grubb's 1<sup>st</sup> and 2<sup>nd</sup> generation catalysts. Write short notes on Ring Closing Metathesis (RCM) and Ring Opening Metathesis. (14M)
5. Write the synthetic applications of (5+5+4=14M)  
i) Tl(III)nitrate    ii) Pb(OAc)<sub>4</sub>    iii) MnO<sub>2</sub>  
(OR)
6. Write the synthetic utility of (14M)  
i) Prevost and Woodward dihydroxylation    ii) SeO<sub>2</sub>
7. Write the synthetic applications of LiAlH<sub>4</sub> and DIBAL (14M)  
(OR)
8. Explain i) Birch reduction    ii) Catalytic hydrogenation (14M)
9. Explain (4+4+6)  
a) Hofmann rearrangement.  
b) Benzil-Benzilic acid rearrangement (14M)  
c) Favorskii rearrangement  
(OR)
10. Explain (4+4+6)  
a) Wagner-Meerwein rearrangement  
b) Neber rearrangement  
c) Baeyer-Villiger rearrangement (14M)



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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**  
**PG III - SEMESTER END EXAMINATIONS**

Class : II M.Sc (ACH)  
Subject : Analytical Chemistry  
Title of Paper : Quality Control & Standard Methods of Analysis  
Paper Code : R22ACH304  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : 9am to 12pm  
Date : 31/01/2024

**SECTION-A**

**I. Answer ALL the following Questions**

1. Explain the quality management system , ISO 9000 and ISO 14000 series (14M)  
(OR)
2. Write about ICH guidelines on drug substances and products
3. Write about A) Quality control and quality assurance B) Triple role concept (14M)  
(OR)
4. Explain statistical quality control and acceptance sampling
5. Explain A) propagation of errors B) significant figures (14M)  
(OR)
6. Write about T- test, F- test and Control charts
7. Write about A) homogenous and heterogenous nucleation B) Purity of precipitates (14M)  
(OR)
8. Explain Co-precipitation and Post precipitation with examples
9. Explain theory and applications of PFHS methods (14M)  
(OR)
10. Write about the gravimetric determination using Dimethyl glyoxime (DMG).

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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**

**PG III - SEMESTER END EXAMINATIONS**

Class : II M.Sc (ACH)  
Subject : Analytical Chemistry  
Title of Paper : Applied Analysis - I  
Paper Code : R22ACH302  
W.E.F : 2022-23

Max Marks : 70  
Pass Mark : 28  
Duration : 3 Hrs  
Time : 9am to 12pm  
Date : 29/01/2024

**SECTION-A**

1. Write short note on the following analysis of total Iron ore. (14M)

**(OR)**

2. Explain in detail about total manganese ore. (14M)

3. Write about the following.

i) Analysis of the brass

ii) Analysis of the bronze

(14M)

**(OR)**

4. Discuss the analysis of ferro manganese. (14M)

5. Brief about the analysis of fertilizers. (14M)

**(OR)**

6. Define soil and analysis of soil (14M)

7. Discuss in detailed about chemical analysis of <sup>cement</sup> ~~soil~~. (14M)

**(OR)**

8. Explain the analysis of soaps. (14M)

9. Write short note on analysis of paints. (14M)

**(OR)**

10. Explain the determination of moisture content in drugs by using Karl-Fisher reagents. (14M)



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**KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)**

**PG III – SEMESTER END EXAMINATIONS**

Class : II M.Sc (ACH)

Max Marks : 70

Subject : Analytical Chemistry

Pass Mark : 28

Title of Paper : Separation Methods

Duration : 3 Hrs

Paper Code : R22ACH301

Time :

9 am to 12 pm

W.E.F : 2022-23

Date :

27/01/2024

**SECTION-A**

1. Explain the importance of separation methods with examples (14M)

**(OR)**

2. Write notes on Retention time, Height equivalent to a theoretical plate (HETP), Van Deemter equation

3. Explain the principle, properties of cation and anion exchange resins and applications of Ion Exchange Chromatography (14M)

**(OR)**

4. Write the principle, instrumentation of Ion Chromatography

5. Write notes on detectors and applications of Gel Exclusion Chromatography (14M)

**(OR)**

6. Explain the principle, instrumentation and applications of Capillary Electrophoresis

7. Write about sampling of different types of liquids (14M)

**(OR)**

8. Explain about A) Cone and quartering method in sampling of solids

B) Precautions in preservation of gas samples

9. Explain Batch extraction and Counter current extraction (14M)

**(OR)**

10. Write about special extraction systems crown ether, super fluid and surfactant with examples.