

St. Joseph's Degree & PG College

(Autonomous)

Affiliated to Osmania University

Re-Accredited by NAAC with "B++" Grade

King Koti Main Road, Hyderabad – 500029

End Semester Examinations July 2021 (April 2021 Cycle)

B.Com (IT), BBA (IT) -III Year

Semester VI

Subject: Data Warehousing and Data Mining

Subject ID : **DWH6CM14A21**

Date :04-08-2021

Max.Marks:60

Time: 2hrs 30minutes

SECTION –A

I. Answer the following questions

3x12=36

1. What is Data Mining? Explain KDD process in detail.
OR
2. a) What is an Attribute? Write short notes on Nominal attribute and Binary Attribute with an example

b) What is the importance of Dispersion and in how many ways can we measure Dispersion.
3. Explain OLAP Operations with an example.
OR
4. a) What is a Data Mart? Discuss the importance of Data mart.

b) write short notes on Hybrid Data mart.
5. Explain Market Basket Analysis.
OR
6. a) Discuss Apriori Algorithm with an example

b) write short notes on Generating Association Rules from Frequent Item Sets.

SECTION –B

I. Answer any TWO of the following

2x12=24

7. What is Cluster Analysis? Discuss k-means and k-medoids partitioning methods.
8. a) write short notes on Decision Tree Induction.
b) Discuss Agglomerative Clustering
9. Explain Time Series Analysis With Respect to Mining Complex Data.
10. a) How does Data Mining help in Analyzing Financial Data.
b) Discuss mining of Multimedia Data.

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BBA(BUSINESS ANALYTICS) -III Year Semester VI

Subject: Design Thinking and Agile Development

Subject ID : DAD6M15A21

Date :04-08-2021

Max.Marks:60

Time: 2hrs 30minutes

Section-A

I. Answer the following questions 3x12=36

Q.NO: 1

Describe in your own words, the relevance of Design Thinking and why it is relevant to any task or project. Contrast the difference between using Design Thinking and not using it.

<Answer should focus on user-centricity, empathy for users and successful outcomes as a result>

OR

Q.No: 2A.

Briefly describe the different steps involved in Design Thinking

<Answer should describe Empathize, Define, Ideate, Prototype, Test>

B.

What are personas? How would you use them in Design Thinking

<Answer should focus on Personas being representation of different user/customer categories. Should briefly describe how personas are valuable in understanding user/customer needs and pain points>

Q.NO: 3(Unit-II)Essay

What is a Loop in Design Thinking ?Describe how you would use it for a task or project.

<Answer should describe Observe/Reflect/Make and touch upon hills and playbacks>

OR

Q.No: 4 A.

What are Hills? Describe briefly how you would craft a hill

<Answer should describe the way to come up with WHO-WHAT-WOW>

B. (Unit-II) Short

How would you capture an as-is scenario in Design thinking?

<Answer should describe a journey map or an AS-IS scenario map>

Q.NO: 5 (Unit-III) Essay

In your own words describe the Waterfall model of project management and its inherent limitations

<Answer must describe the linear method of Discover-Design-Develop-Test and how this greatly increases the cost of any change in scope>

OR

Q.No: 6A.

In your own words describe, what is Project Management and why is it needed?

<Answer must describe Define, Plan, Execute, Monitor, Close. Also touch upon the importance of understanding risk and managing cost>

B.

Describe Agile Project management and the roles in an Agile team

<Answer must touch upon breaking down a large project into smaller pieces, collaborate often with customer and get feedback. Must also list Product Owner, Scrum Master and Scrum team or Implementation team>

Section-B

II. Answer any TWO of the following

2x12=24

Q.No: 7

List and explain the 4 values of the Agile manifesto with examples.

<Answer must include all 4 values of Agile manifesto. (Refer: <https://www.agilealliance.org/agile101/the-agile-manifesto/>)>

Q.No: 8A.

In your own words describe Test Driven Development and its advantages

<Answer must talk about creating test cases first and then implementing whatever is needed to pass the test case. Focus should be on how this improves quality>

B.

In the context of Kanban, what does Limit Work in progress mean?

<Answer should talk about how there is an optimal limit to how many tasks can be executed in parallel and the importance of every team to identify its limit>

Q.No: 9

In your own words describe the SCRUM framework

<Answer should include breaking up of the project into sprints. Should include, Product backlog, Sprint planning exercise, sprint review demo, daily scrum meetings and also roles like Product Owner and Scrum master>

Q.No: 10 A

Describe the responsibilities of a Product Owner

<Answer should touch upon key responsibilities like envisioning the final solution or product to be delivered to users/customer, release schedule etc. Maintains the product backlog. >

B.

Describe a Sprint in SCRUM

<Answer should describe how a Sprint starts with sprint planning. Product backlog, Epics, User stories, tasks, sizing of user stories using story points, Sprint review demo and Sprint retrospective>

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B.Com (Comp, IT), BBA (IT) -III Year
Semester VI

Subject: Dot Net Programming

Subject ID : **DNP6CM16A21**

Date :07-08-2021

Max.Marks:60

Time: 2hrs 30minutes

Section-A

I. Answer the following questions

3x12=36

Q.NO: 1 How to set up a site and project files in Dreamweaver and how to publish a website?

OR

Q.No: 2 A How to add hyperlinks in Dreamweaver?

B. How to create the page layout in Dreamweaver?

Q.NO: 3 Explain in detail about .NET Framework

OR

Q.No: 4 A. Write about Looping statements in C#

B. Explain C# Program Structure.

Q.NO: 5 Write a C# Program to create student registration form using windows forms.

OR

Q.No: 6 A Define and Declare classes and methods.

B. How to create buttons, check boxes, radio buttons in window forms ?

Section-B

II. Answer any TWO of the following

2x12=24

Q.NO: 7 Explain in detail about form validation controls in ASP.net with examples

OR

Q.No: 8 A. Write about Asp .Net Applications

B. Write briefly about ASP.Net Server side controls,

Q.NO: 9 Write in detail steps to access data from database Using ADO.Net with sample program

OR

Q.No: 10 A. Explain ADO.Net Classes.

B. Write in detail steps to insert data in database Using ADO.Net

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BBA (Business Analytics) -III Year Semester VI

Subject: Industry Session: Future of Analytics in Modern Enterprises (SEC)

Subject ID : FAE6M17A21

Date :07-08-2021

Max.Marks:30

Time: 2hrs 30minutes

I. Answer the following questions in 10 lines each (10*1=10 Marks)

1. Name the chart that is created to display progress toward goals
2. What are the 4 Vs in Big Data Analytics?
3. Delivering smarter citizen services and programs. List any one Analytical capability offered.
4. List any one advantage of using SPSS over calculating statistics by hand?
5. What all IBM components were used by Insurance Bureau of Canada in their solution to identify fraud rings
6. What all the core elements in the future success of the CDR(Call Details Record) Hub?
7. List any 2 key patterns(areas) in Telecom industry for big Data?
8. List any 3 set of data are related to Healthcare?
9. List any 2 key areas are driving change in Analytics for government?
10. List the parts of the organization where analytics can deliver value

II. Answer any four from the following questions in 300 words (4*3=12 Marks)

1. Explain the three key areas in healthcare and the outcome
2. Explain all the parts in the insurance organisation where analytics drive value
3. Explain the advantages of using IBM Watson as the cloud platform for Analytics application development and deployment
4. What is the difference between data analyst and data scientist

5. How did UNICEF Netherlands achieve 100% donation on their door to door campaign?

6. How did VimpelCom increase their profitability of marketing campaigns by 300 percent?

III. Answer ONE of the following

(1*8=8 Marks)

1. What are the key business areas and one example under each in Customer Analytics & Smarter Campaigns to drive business value for service providers?
2. Let's consider a scenario of COVID 19 Vaccine drive so what could be the data, analytics, and insights?

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**BBA (Gen, IT, Business Analytics) -III Year
Semester VI**

Subject: Social Media Marketing (SEC)

Subject ID : SMM6M18A21

Date :09-08-2021

Max.Marks:30

Time: 2hrs 30minutes

I. Answer the following questions in 10 lines each (10*1=10 Marks)

1. What is making a business case for Social Media Marketing?
2. How do you discover helpful tech tools?
3. What are Cyber Social Tools?
4. Can twitter be a marketing tool?
5. How do you supplement online marketing?
6. Face book is marketing tool, why?
7. What is Face Book Community?
8. What is pinning down Pinterest?
9. What is hanging with Google+ Community?
10. What do you mean by drive sales with Pinterest?

II. Answer any four from the following questions in 300 words (4*3=12 Marks)

1. How do you manage Social Media Campaign?
2. Explain how to grow a brand using social book marks, news, etc?
3. What do you mean by hosting a Twitter Chats? Explain
4. Explain what is Face Book Sweet Spot?
5. What is Socializing on Circles? Explain

6. Explain on how to create content on Podcast or Video?

III. Answer the following

(1*8=8 Marks)

1. What is Search Engine Optimization (SEO)? How do you leverage it for Social Media Marketing?

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BBA (Gen, IT, BA) – Year III

Semester VI

Subject: Personal Taxation

Subject ID : PTN6M01A21

Date :16-07-2021

Max.Marks:60

Time: 2hrs 30minutes

Section-A

Answer the following questions: Marks (3 x 12=36)

1. What is Income? Explain the Features of Income as per Income Tax Act

OR

2 A. Explain the Objectives of Tax

B. Total Income of Mr. Rishi in the previous year 2019-20 is
Rs.14, 50,000. Calculate his Tax Liability

3. What is Allowance? Explain the Fully Taxable Allowances.

OR

4 A. Explain Exempted Perquisites

B. Write the Rules of Rent Free Accommodation Perquisite Calculation

5. What is Annual value? Explain the Income Tax Act Provisions in computing
Annual value of Let-out House Property.

OR

6 A. Explain the Expenses Dis allowed in computing Business Income as per Income tax
act 1961

B. Give the Proforma of Computing Income from Business and Profession as Per
Income tax act 1961

Section-B

Answer any TWO of following questions: Marks (2 x 12=24)

7. What is Capital Gain? Explain the Types of and Exemptions of Capital Gain.

8 A. General Incomes U/S 56(1)

B. Specified Incomes U/S 56(2)

9. What is Set Off and Carry forward of losses? Explain the rules as per
Income Tax Act.

10A. What is Filing of Returns? Explain the Types of Returns

B. Powers of Income Tax Assessing Officer

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BBA(GEN, IT, BA) -III Year

Semester VI

Subject: Compensation Management

Subject ID : CMM6M03A21

Max.Marks:60

Date :20-07-2021

Time: 2hrs 30minutes

Section-A

I. Answer the following questions

3x12=36

Q.NO: 1 Explain extrinsic compensation with examples

OR

Q.No: 2 A. Discuss the objectives of Compensation Management

B. Explain various types of wages

Q.NO: 3 Explain factors influencing compensation level planning

OR

Q.No: 4 A. Outline the components of compensation

B. What are the biases of performance appraisal methods?

Q.NO: 5 Discuss different types of individual and group incentives with its advantages and disadvantages

OR

Q.No: 6 A. Contrast incentive pay with tradition pay with examples

B. How do you design incentive pay system?

Section-B

II. Answer any TWO of the following

2x12=24

Q.NO: 7 How do you build market competitive compensation system?

Q.No: 8 A. Explain broad banding and two –tier pay structure

B. Discuss briefly the steps to construct pay structure

Q.NO: 9. What is international Compensation ? Discuss in detail the components of international compensation

Q.No: 10 A. Outline the components of executive compensation

B. Who are flexible and contingent workforce? Outline the components of contingent workforce compensation.

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BBA(GEN, IT, BA) -III Year

Semester VI

Subject: Leadership Development

Subject ID : LD6M02A21

Max.Marks:60

Date :20-07-2021

Time: 2hrs 30minutes

Section-A

I. Answer the following questions

3x12=36

Q.NO: 1 Discuss the International Framework of Leadership

OR

Q.No: 2A. Explain the five-factor model of personality

B. Discuss the traits and skills of leadership

Q.NO: 3 Discuss the behavioral theories of leadership

OR

Q.No: 4 A. Explain briefly Hersey Blanchard situational model with diagram

B. Give the contemporary leadership styles

Q.NO: 5 Give the types and evaluation of leadership development

OR

Q.No: 6A. What are the essential qualities of effective followers?

B. How do you develop pool of successors?

Section-B

II. Answer any TWO of the following

2x12=24

Q.NO: 7 What is the purpose of corporate Culture? Explain how leader has to take action to foster team work.

Q.No: 8A. Give the leadership traits for highly productive organizations

B. Give the foundations of productivity-focused culture

Q.NO: 9 Discuss the barriers for women in leadership positions

Q.No: 10 A. Give women unique leadership traits

B. Briefly give the current issues in women leadership

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**BBA -III Year
Semester VI**

Subject: Consumer Behaviour

Subject ID : **CMB6M04A21**

Date :24-07-2021

Max.Marks:60

Time: 2hrs 30minutes

Section-A

I. Answer the following questions

3x12=36

Q.NO: 1 Explain the consumer behavior applications in marketing.

OR

Q.No: 2 A. scope of consumer behavior.

B. Consumer Research process

Q.NO: 3 Elaborate on the factors influencing consumer behavior .

OR

Q.No: 4 A. write a note on reference groups

B. explain the term perceptions and personality

Q.NO: 5 Discuss in detail the Consumer Decision making Process .

OR

Q.No: 6 A. What are the types of Consumer decisions?

B.What do you mean by post purchase decision ?

Section-B

II. Answer any TWO of the following

2x12=24

Q.NO: 7 Explain the Freud's Theory of Motivation.

Q.No: 8 A. Write a note on: a) Consumer personality b) Consumer Motivation

B. Discuss the Self-concept Theory

Q.NO: 9 Elaborate on the Black Box Model.

Q.No: 10 A. Discuss the rights of consumers

B. Mention about types of Communication systems.

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**BBA -III Year
Semester VI**

Subject: International Marketing

Subject ID : **IMS6MA21**

Date :24-07-2021

Max.Marks:60

Time: 2hrs 30minutes

Section-A

I. Answer the following questions

3x12=36

Q.NO: 1 Explain in detail the Scope and challenges involved in International Marketing.

OR

Q.No: 2A. Briefly explain the intricacies involved in International Targeting.

B. What is meant by International Positioning.

Q.NO: 3 What is meant by a Global product. Explain about the strategies involved in Product Standardization and Adoption.

OR

Q.No: 4 A. What is meant by Global Pricing?

B. What is the role of Packaging in a Global product?

Q.NO: 5 Explain the management of International Distribution Channels and Global Logistics

OR

Q.No: 6A. Who are Multinational Wholesalers. Give examples.

B. What are the future prospects in International Marketing.

Section-B

II. Answer any TWO of the following

2x12=24

Q.NO: 7. Explain the concept of International Sales Promotion, sales force and their management.

Q.No: 8A. What is meant by International Advertising.

B. Brief about the various other forms of promotion for Global Markets.

Q.NO: 9. Explain in detail the Documentation and procedures involved in Export Documentation and the framework involved in it

Q.No: 10 A. What is meant by Export Assistance.

B. How has the Institutional Infrastructure for Export has developed in India.

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**BBA -III Year
Semester VI**

Subject: International Financial Management

Subject ID : IFM6M05A21

Date :28-07-2021

Max.Marks:60

Time: 2hrs 30minutes

Section-A

I. Answer the following questions

3x12=36

Q.NO: 1 Discuss the major market participants facilitating trading of currencies in foreign market.

OR

Q.No: 2 A. Write about foreign exchange quotation in spot market.

B. Price index in India and USA increased from 100 to 130 in the year 2008 and 120 in 2011. The nominal exchange rate is same for two periods i.e at ₹ 42 /US Dollar. What is the real exchange rate?

Q.NO: 3 Explain Purchasing Power Parity.

OR

Q.No: 4 A. Discuss about Greek Debt Crisis.

B. Spot rate of DM is \$0.60, one year risk free nominal interest rates are 6 % and 11% in U.S and Germany respectively. What must be one year forward rate for interest rate parity to exist?

Q.NO: 5 Describe the various types of exposure.

OR

Q.No: 6 A. Briefly explain the types of risk.

B. Discuss Accounting Standard for translation exposure in India.

Section-B

II. Answer any TWO of the following

2x12=24

Q.NO: 7 Differentiate between a future and forward contract.

Q.No: 8 A. Explain currency derivatives.

B. A long forward contract on a non – dividend paying stock was entered into some time ago. It currently has 6 months to maturity and risk free rate of interest with continuous compounding at 10% p.a. The stock price is ₹25 and delivery price is ₹24. Calculate forward price and value of forward contract.

Q.NO: 9 Explain various methods of taxation.

Q.No: 10 A. Explain the purpose of re -invoicing centre.

B. Write about Tobin tax and Income tax.

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**BBA -III Year
Semester VI**

Subject: Security Analysis and Portfolio Management

Subject ID : **SNPMS6BLA21**

Date :28-07-2021

Max.Marks:60

Time: 2hrs 30minutes

-----**Section-**

A

I. Answer the following questions

3x12=36

Q.NO: 1 Explain the nature and scope of Investment management.

OR

Q.No: 2A. write a note on financial assets and real assets.

B. Explain systematic risk and unsystematic risk ,with examples.

Q.NO: 3 Define Bond Valuation and write a note on different types of Bonds.

OR

Q.No: 4 A. If the bond is sold for Rs .750/- after receiving Rs.100/- as coupon payment and purchased for Rs 900/-.what is the return on bond?

B. Determine nominal yield and current yield of Rs 100/- bond with a market value of Rs. 80/- and a coupon rate of 8%.

Q.NO: 5 Define Common stock. Explain the features of a common stock .

OR

Q.No: 6A. Write a note on the Constant Growth Model of valuation of stocks .

B. The expected dividend per share is Rs.2/-,which is likely to grow @ 5%, if the required rate of return is 15%.calculate price per share .

Section-B

II. Answer any TWO of the following**2x12=24**

Q.NO: 7 Define Portfolio Management? Write the objectives and process of Portfolio Management.

Q.No: 8A. Explain the functions of a portfolio manager.

B. Write a note on Harry Markowitz Portfolio theory .

Q.NO: 9 The following information is provided regarding the performance of funds namely Birla Advantage, Sundaram Growth and Sun F and C value for a period of six months ending August 1999. The risk free rate of interest is assumed to be 9%. Rank them and comment using Sharpe index and Treynor's index.

Particulars	Rp (return)	Standard deviation	Beta
Birla	25.38	4	0.23
Sundaram growth	25.11	9.01	0.56
Sun Fand C value	25.01	3.55	0.59

Q.No: 10 A. Write a note on Fama's Decomposition of returns .

B. Write a note on Portfolio Active and Passive Strategies.

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**BBA (Gen, BA) -III Year
Semester VI**

Subject: International Business

Subject ID : INB6M07A21

Date :31-07-2021

Max.Marks:60

Time: 2hrs 30minutes

I. Answer the following questions

3x12=36

Q.NO: 1 Explain the advantages and disadvantages of International Business.

OR

Q.No: 2A. Write a note on approaches of International Business.

B. Explain the problems and prospects of International Business.

Q.NO: 3 Explain the various factors affecting the Business Environment.

OR

Q.No: 4 A. Explain the role of technology in developing the Business.

B. "Political Factors play a vital role in Business development " Discuss.

Q.NO: 5 Explain the role of MNC'S in the Economic development of the country .

OR

Q.No: 6A. Write a note on modes of FDI.

B. Write a note on advantages and disadvantages of FDI.

Section-B

II. Answer any TWO of the following

2x12=24

Q.NO: 7 Write a note on functions of WTO.

Q.No: 8A. Explain Comparative cost theory.

B. write a note on GATT.

Q.NO: 9 Explain the different levels of Economic Integration.

Q.No: 10 A. Write a note on North American Free Trade Agreement(NAFTA).

B. Explain the role of Exports in the Economic Development of the country.
