



MAHATMA GANDHI INSTITUTE OF TECHNOLOGY (Autonomous)
B.Tech. VII Semester End Examinations
(Computer Science and Business Systems)
(Model Question Paper)

MR-21

Course Title: Marketing Management & Research
Time: 3 hours

Course Code: MS701HS
Max. Marks : 70

Note: Answer ALL Questions
Part-A (10 x 2 = 20 Marks)

Q. No.	Stem of the Question	M	L	CO	PO
Unit-I					
1. a)	Define Marketing.	2	1	1	12
1. b)	Explain Green Marketing.	2	2	1	7
Unit-II					
1. c)	Describe Product Mix.	2	2	2	12
1. d)	What are the qualities of a good brand name?	2	1	2	12
Unit-III					
1. e)	Explain STP Marketing.	2	2	3	12
1. f)	Define Positioning.	2	2	3	12
Unit-IV					
1. g)	Describe the Research Gap.	2	2	4	4
1. h)	Explain Causal Research Design.	2	2	4	4
Unit-V					
1. i)	List various types of Measurement Scales.	2	1	5	4
1. j)	Describe the Abstract of the research report.	2	2	5	4

Part-B (5 x 10=50 Marks)

Q. No.	Stem of the Question	M	L	CO	PO
Unit-I					
2. a)	Discuss the importance and scope of Marketing.	5	2	1	12
2. b)	What do you mean by marketing environment? How such environment is relevant to a marketer?	5	1	1	7
OR					
2. c)	Critically evaluate the factors to the changing marketing landscape.	5	4	1	12
2. d)	Describe the contents of the marketing plan.	5	2	1	12
Unit-II					
3. a)	Explain various levels of Product.	5	2	2	12
3. b)	Describe various Stages of Product Life Cycle.	5	2	2	12
OR					
3. c)	Explain the process of Consumer Decision Making.	5	2	2	12
3. d)	Describe various levels of the Product.	5	2	2	12
Unit-III					
4. a)	Explain the stages of market targeting.	5	2	3	12
4. b)	Critically evaluate the steps involved in Product Positioning.	5	2	3	12
OR					
4. c)	Explain the requirements for effective segmentation.	5	2	3	12
4. d)	Describe the significance of Product Positioning Maps.	5	2	3	12
Unit-IV					
5. a)	Explain various types of Research Designs.	5	2	4	4
5. b)	Differentiate between Probability Non-Probability Sampling Techniques.	5	4	4	12
OR					
5. c)	How to select the Marketing Research Problem?	5	1	4	4
5. d)	Distinguish between Exploratory and Descriptive Research.	5	4	4	4
Unit-V					
6. a)	What are the sources of errors in questionnaires?	5	1	5	12

P.T.O.

6. b)	How to test the Validity and Reliability of Research?	5	1	5	10
OR					
6. c)	Distinguish between business report and academic report.	5	4	5	10
6. d)	What is Plagiarism? Describe the consequences of Plagiarism.	5	1	5	8

M: Marks; L: Bloom's Taxonomy Level; CO: Course Outcome; PO: Programme Outcome



Course Title: Design Thinking

Time: 3 hours

Course Code: CS704PC

Max. Marks : 70

Note: Answer ALL Questions

Part-A (10 x 2 = 20 Marks)

Q. No.	Stem of the Question	M	L	CO	PO
Unit-I					
1. a)	Define design thinking and explain its importance in innovation.	2	2	2	2
1. b)	List and describe the five stages of the design thinking process.	2	1	2	3
Unit-II					
1. c)	What is empathy mapping, and why is it essential in design thinking?	2	3	2	3
1. d)	Mention two user research methods and their significance.	2	2	1	2
Unit-III					
1. e)	Define ideation and explain its significance in the design thinking process.	2	3	3	1
1. f)	What are low-fidelity prototypes, and how are they used?	2	2	3	1
Unit-IV					
1. g)	Why is testing an essential part of design thinking?	2	2	2	1
1. h)	Discuss the concept of iteration in the design process.	2	4	3	3
Unit-V					
1. i)	Give an example of a real-world application of design thinking.	2	2	4	1
1. j)	What are the key takeaways from a successful design thinking case study?	2	3	5	2

Part-B (5 x 10=50 Marks)

Q. No.	Stem of the Question	M	L	CO	PO
Unit-I					
2. a)	Explain in detail the role of empathy in design thinking with an example.	5	3	4	2
2. b)	Describe a scenario where defining the problem stage is crucial for the success of a project.	5	2	3	1
OR					
2. c)	Discuss the significance of the "Define" stage in the design thinking process.	5	3	2	1
2. d)	Explain how design thinking can be applied to address complex problems in healthcare.	5	3	4	2
Unit-II					
3. a)	Discuss the process of conducting effective user interviews and its impact on design thinking.	5	4	2	2
3. b)	Create an empathy map for a mobile app user.	5	2	5	1
OR					
3. c)	Describe the process of creating personas in design thinking and their importance.	5	3	4	2
3. d)	Explain how user journey mapping can be utilized to improve customer experience	5	3	5	3
Unit-III					
4. a)	Explain the brainstorming technique and how it fosters creativity.	5	3	3	2
4. b)	Describe the steps involved in creating a prototype	5	2	2	3
OR					
4. c)	Explain the SCAMPER technique in the ideation phase and how it aids in innovation.	5	3	4	3

4. d)	Discuss the advantages of rapid prototyping in the design process.	5	2	4	2
Unit-IV					
5. a)	Explain the process of testing a prototype and gathering feedback	5	3	4	3
5. b)	Discuss the challenges involved in implementing design solutions in real-world scenarios.	5	2	5	2
OR					
5. c)	Describe a method for testing a prototype in a real-world environment.	5	3	2	2
5. d)	Discuss the challenges of implementing a design solution within a constrained budget.	5	3	1	3
Unit-V					
6. a)	Analyze a case study where design thinking led to a significant breakthrough in a product or service	5	3	3	3
6. b)	Discuss the impact of design thinking on social innovation.	5	4	5	1
OR					
6. c)	Analyze the impact of design thinking on a successful product launch, citing a specific case study	5	3	2	2
6. d)	Discuss the application of design thinking in social enterprises and its effect on community development	5	2	3	1

M: Marks; L: Bloom's Taxonomy Level; CO: Course Outcome; PO: Programme Outcome



MAHATMA GANDHI INSTITUTE OF TECHNOLOGY (Autonomous)
B.Tech. VII Semester End Examinations
(Computer Science and Business System)
(Model Question Paper)

MR-21

Course Title: Logistics & Supply Chain Management
Time: 3 hours

Course Code: MS711PE
Max. Marks : 70

Note: Answer ALL Questions
Part-A (10 x 2 = 20 Marks)

Q. No.	Stem of the Question	M	L	CO	PO
Unit-I					
1. a)	Define Supply Chain Management (SCM).	2	2	1	3
1. b)	What is the primary goal of Supply Chain Management?	2	2	1	11
Unit-II					
1. c)	Explain briefly Custom House Agent (CHA).	2	3	2	11
1. d)	What is a 3PL provider?	2	1	2	11
Unit-III					
1. e)	Define cross-docking in the context of warehousing.	2	1	3	11
1. f)	Why is containerization important in logistics?	2	2	3	11
Unit-IV					
1. g)	What is the bullwhip effect in supply chain management?	2	2	4	11
1. h)	What is lean manufacturing?	2	2	4	11
Unit-V					
1. i)	How does IT contribute to supply chain management?	2	3	5	11
1. j)	What is green supply chain management?	2	2	5	11

Part-B (5 x 10=50 Marks)

Q. No.	Stem of the Question	M	L	CO	PO
Unit-I					
2. a)	Identify and explain metrics used to measure supply chain performance.	5	2	1	11
2. b)	Discuss the evolution of Supply Chain Management from traditional logistics to modern SCM.	5	3	1	11
OR					
2. c)	What are the key functions of Supply Chain Management?	5	1	1	11
2. d)	Explain the concept of 'Strategic Fit' in the context of Supply Chain Management.	5	3	1	11
Unit-II					
3. a)	Discuss the development of an integrated logistics strategy and its benefits.	5	3	2	11
3. b)	Explain the roles and differences between inbound, internal, and outbound logistics in the context of Supply Chain Management.	5	3	2	11
OR					
3. c)	Describe the concept and role of a 4PL provider in the supply chain.	5	2	2	11
3. d)	Discuss the significance of Special Economic Zones (SEZs) and Dry Ports in India.	5	2	2	11
Unit-III					
4. a)	Explain the different transportation modes and their advantages and disadvantages in supply chain management.	5	2	3	11
4. b)	Discuss the role and importance of fleet management in transportation.	5	3	3	11
OR					
4. c)	Describe the concept of multimodal transport and elucidate its benefits.	5	4	3	11
4. d)	Explain the significance of packaging in supply chain management.	5	3	3	11

P.T.O.

Unit-IV					
5. a)	Describe the process of benchmarking in supply chain management, including types and methods.	5	3	4	11
5. b)	Compare and contrast lean manufacturing and agile manufacturing.	5	5	4	11
OR					
5. c)	Discuss the concept of strategic alliances and their advantages in supply chain management.	5	2	4	11
5. d)	Outline the key laws related to transport in India and their significance.	5	2	4	11
Unit-V					
6. a)	Discuss the factors influencing the design of a distribution network in supply chain management.	5	4	5	11
6. b)	Explain the concept of supply chain integration and differentiate between internal and external integration.	5	3	5	11
OR					
6. c)	Evaluate the role of retailing in supply chain management.	5	5	5	11
6. d)	Analyse the role of Human Resources (HR) in supply chain management.	5	4	5	11

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MAHATMA GANDHI INSTITUTE OF TECHNOLOGY (Autonomous)
B.Tech.VII Semester End Examinations
(Common to CSB & CSM)
(Model Question Paper)

MR-21

Course Title: Blockchain Technology
Time: 3 hours

Course Code: CS728PE
Max. Marks: 70

Note: Answer ALL Questions
Part-A (10 x 2 = 20 Marks)

Q. No.	Stem of the Question	M	L	CO	PO
Unit-I					
1. a)	State the key advantages of using a distributed ledger.	2	1	1	1
1. b)	Define crowdfunding.	2	1	1	1
Unit-II					
1. c)	What is meant by Decentralized Digital verification?	2	1	2	1
1. d)	State the advantages and disadvantages of blockchain-based digital identity services	2	1	2	2
Unit-III					
1. e)	Define the term Gridcoin	2	1	3	1
1. f)	How does blockchain technology address the privacy concerns associated with genomic data?	2	1	3	2
Unit-IV					
1. g)	What is the primary difference between a currency and a token?	2	1	4	1
1. h)	How are campus coins typically obtained by students?	2	1	4	2
Unit-V					
1. i)	Define the terms: Latency and Throughput related to Bitcoin transaction.	2	1	5	1
1. j)	State two privacy challenges for personal records in a decentralized system.	2	1	5	2

Part-B (5 x 10=50 Marks)

Q. No.	Stem of the Question	M	L	CO	PO
Unit-I					
2. a)	How can blockchain technology help a small-scale farmer establish trust with customers about the product's authenticity, origin, and quality, while also ensuring fair compensation?	5	2	1	1
2. b)	What are the potential benefits and challenges of Blockchain technology?	5	1	1	1
OR					
2. c)	What factors should they consider to ensure the security and stability of their cryptocurrency, protecting investors from fraud and market manipulation?	5	1	1	1
2. d)	How can Blockchain technology enhance the transparency and security of the crowdfunding process?	5	2	1	1
Unit-II					
3. a)	Define the term Digital Art and discuss how digital art is used in Blockchain industry.	5	1	2	1
3. b)	State various services of Digital Art	5	2	2	2
OR					
3. c)	Explain the following terms with respect to Blockchain Technology: a) Digital Identity Verification b) Blockchain Neutrality.	5	1	2	2
3. d)	Illustrate the working of the digital identity service: OneName.	5	3	2	2
Unit-III					
4. a)	Write about its usage using Gridcoin and Flooding coin.	5	1	3	2

P.T.O.

4. b)	Explain the functionality and various services provided by BitcoinMOOCs.	5	2	3	2
OR					
4. c)	How Blockchain genomics uplifts the organizations from it? Present a brief scenario with justification.	5	2	3	2
4. d)	Discuss about Smart Contract Literacy.	5	1	3	2
Unit-IV					
5. a)	State the main idea behind Demurrage Currencies	5	2	4	2
5. b)	List out and explain the different types of crypto currencies available in the market	5	1	4	2
OR					
5. c)	Briefly describe the coin Drop strategy for public adoption of Bitcoin.	5	1	4	2
5. d)	Explain briefly about Tokenizing.	5	1	4	2
Unit-V					
6. a)	Discuss and propose the solutions to overcome the technical issues related to blockchain.	5	2	5	3
6. b)	Discuss the technical challenges of throughput, latency and security related to blockchain technologies.	5	2	5	2
OR					
6. c)	Explain privacy and infrastructural challenges involved in blockchain technology.	5	2	5	3
6. d)	Explain the barriers to adopt Bitcoin and block chain technology by the public.	5	2	5	3

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*Note: Answer ALL Questions**Part-A (10 x 2 = 20 Marks)*

Q. No.	Stem of the Question	M	L	CO	PO
Unit-I					
1. a)	What is EIA concept and objectives?	2	1	1	1,6,7,12
1. b)	Explain the methodologies of impact assessment?	2	2	1	1,6,7,12
Unit-II					
1. c)	Analyse the important considerations for impact prediction?	2	4	2	1,6,7,12
1. d)	Inference the leading causes of deforestation?	2	4	2	1,6,7,12
Unit-III					
1. e)	Explain the air quality impact analysis in EIA?	2	2	3	1,6,7,12
1. f)	Classify the methodology used to predict impact depends on?	2	3	3	1,6,7,12
Unit-IV					
1. g)	How often the environment audit are conducted in an organization?	2	1	4	1,6,7,12
1. h)	What are the principle areas of environment auditing?	2	2	4	1,6,7,12
Unit-V					
1. i)	What are the powers of state pollution control board?	2	1	5	1,6,7,12
1. j)	Discuss the water (prevention and control of pollution) act 1974.	2	6	5	1,6,7,12

Part-B (5 x 10=50 Marks)

Q. No.	Stem of the Question	M	L	CO	PO
Unit-I					
2. a)	Explain the adhoc method used in EIA studies	5	1	1	1,6,7,12
2. b)	Correlate the primary reasons for environmental impact assessment?	5	2	1	1,6,7,12
OR					
2. c)	Categorize the factors of environmental quality index?	5	1	1	1,6,7,12
2. d)	Explain about Overlay Method in Impact Analysis.	5	2	1	1,6,7,12
Unit-II					
3. a)	Discuss the important aspects of assessment of impacts of developmental activities on vegetation and wildlife	5	1	2	1,6,7,12
3. b)	Explain about the environmental impact of deforestation, its causes and its effects.	5	2	2	1,6,7,12
OR					
3. c)	Analyse why the wild life and vegetation are important to our environment?	5	4	2	1,6,7,12
3. d)	Compare direct and indirect impact in vegetation and wild life impact analysis?	5	4	2	1,6,7,12
Unit-III					
4. a)	Formulate the air quality impact analysis in EIA?	5	1	3	1,6,7,12
4. b)	Explain different methods used for prediction of environmental impacts.	5	2	3	1,6,7,12
OR					
4. c)	What is meant by soil liquefaction and how is it caused?	5	1	3	1,6,7,12
4. d)	Develop different soil functions that is considered for any soil environment study.	5	3	3	1,6,7,12
Unit-IV					

5. a)	How often the environment audit are conducted in an organization?	5	1	4	1,6,7,12
5. b)	What environment audit? What are its advantages?	5	2	4	1,6,7,12
OR					
5. c)	Distinguish between environment audit and impact assessment?	5	4	4	1,6,7,12
5. d)	Identify the main objectives of environmental audit? Explain them.	5	3	4	1,6,7,12
Unit-V					
6. a)	Interpret in detail the environmental management for air, water and land for thermal power plant project.	5	5	5	1,6,7,12
6. b)	Identify and discuss the powers of Central pollution control board?	5	3	5	1,6,7,12
OR					
6. c)	Explain about the importance of wild life Act.	5	2	5	1,6,7,12
6. d)	Discuss why metallurgical conditions need to be studied for prediction and assessment of impacts on the air environment?	5	6	5	1,6,7,12

M: Marks; L: Bloom's Taxonomy Level; CO: Course Outcome; PO: Programme Outcome