

# ANDHRA UNIVERSITY

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All Official letters,  
packages etc, should be  
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by designation and not by  
name.

Visakhapatnam,  
Dt: 04-01-2023

No. L I (1)/U.G. SEC's Courses/ Syllabi & MQP/2020-21

From: **THE REGISTRAR**

To

The Controller of Examinations,  
Andhra University,  
Visakhapatnam.

Sir,

Sub: Approval of Syllabus & Model Question Papers – Reg.  
Ref: B.A.A Model Question Papers.

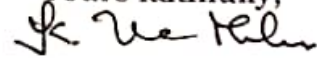
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With reference to the above, I am by direction to inform you that the Choice Based Credit System, U.G. Skill Enhancement Courses (w.e.f. 2020-2021) Syllabus & Model Question Papers have been approved as detailed below:

S.No.	Subject/Email dated	Name & Designation	Name of the College	Syllabus & Model question paper	Name of the Paper
1.	B.Com. (Computer Application) / 15-12-2022	Sri. V.A. Kameswara Rao	Dept. of Commerce, Board of Studies (Member) MVR Degree College (304), Gajuwaka	Semester-V Model Question Paper	1. Course-6A: Bigdata Analytics Using R 2. Course-7A: Data Science Using Python
2.	BBA / 15-12-2022	Principal	Satya Degree & P.G. College, Vizianagaram	Semester-V Model Question Paper	1. Brand Management. 2. Brand Management. 3. Performance Management. 4. Paper-1: Export & Import Management. 5. Paper-2: Export & Import Management. 6. Paper-1: Stock Markets. 7. Performance Management. 8. Stock Markets. 9. Paper-1: Stock Markets Analysis. 10. Paper-II: Stock Markets Analysis. 11. Paper-1: Stress Management. 12. Paper-II: Stress Management.

Hence, I request to arrange to circulate the same among the Teaching Staff and Students concerned and placed in A.U. website.

Yours faithfully,



(K. UMA MAHESWARI)  
DEPUTY REGISTRAR (ACADEMIC)

**Copies to:**

1. The Dean of Academic Affairs, A.U., VSP.
2. The Dean, U.G. & P.G, Professional Courses, A.U., Vsp.
3. The Dean, CDC, A.U., Vsp.
4. The Dean, Confidential, A.U., Vsp.
5. All Principals, A.U. Affiliated Colleges Offered in U.G. courses.
6. The Superintendent S.I Section for taking necessary further action.
7. The Secretary to V.C., Rector Table, P.A. to Registrar, A.U., Vsp.
8. The Director, Computer Centre, A.U., Vsp.
9. O.C. & O.O.F.

**Model Question Paper**  
**Subject: Computer Applications For Commerce**  
**COURSE-6A: BIGDATA ANALYTICS USING R**      **Time:3Hrs**

**SECTION-A**

**(5\*5=25Marks)**

**Answer any five of the following**

- 1) Define data? Write characteristics of data.
- 2) Write the differences between Data Analytics and Analytics?
- 3) Write the advantages of R-Programming?
- 4) Write about Data frames in R?
- 5) Write about Histograms?
- 6) Define vector? How to create vectors in R?
- 7) Write about challenges of Big Data?
- 8) Write about charts in R?

**SECTION-B**

**(10\*5 =50Marks)**

**Answer the following**

- 9.a. Discuss briefly about the classification of Digital Data?  
(Or)  
b. what is Big Data? Write the applications of Big Data?
- 10.a. Discuss briefly about the classification of Analytics?  
(Or)  
b. Write about Technologies needed to meet the challenges of Big Data?
11. a. Discuss Briefly about Matrix in R-Programming?  
(Or)  
b. Write about Packages in R?
12. a. What are the data frames? Write its significance in R-Language?  
(Or)  
b. Discuss how to read the contents of a CSV file using R?
13. a. what is scatter plot? Write the importance of scatter plot?  
(Or)  
b. Discuss briefly getting of web data into R ?

**Model Question Paper**  
**Subject: Computer Applications For Commerce**  
**COURSE-7A: DATA SCIENCE USING PYTHON      Time:3Hrs**

**SECTION-A**

**(5\*5=25Marks)**

**Answer any five of the following**

- 1) Define data science? Write advantages of data science.
- 2) Write the features of Python?
- 3) Write the basic operations on strings in Python?
- 4) Explain about the concept functions with example in Python?
- 5) Write about Dictionaries in Python?
- 6) Write about static methods in Python?
- 7) Write Global Variables in Python?
- 8) Write the differences between break, continue and Pass?

**SECTION-B**

**(10\*5 =50Marks)**

**Answer the following**

9.a. Write briefly about the process of Data science?

**(Or)**

b. Write the roles and Responsibilities of Data Scientist?

10.a. Write the Basic syntax of Python and Discuss about data types in Python ?

**(Or)**

b. Write about conditional statements in Python?

11. a. Define List? Write different functions and methods of List?

**(Or)**

b. Write about Tuples in Python?

12. a. Discuss briefly about methods in python?

**(Or)**

b. Write briefly about Lambda and Recursive functions with example?

13. a. Write about inheritance in Python?

**(Or)**

b. write the differences between class method and static methods ?

# Solved Model Questions Paper

## BRAND MANAGEMENT

### PART A (5x5=25 Marks)

Answer any five of the following questions:

1. Write about branding?
2. What is brand building?
3. Short note on multiple branding?.
4. What is Brand product-matrix?
5. Write about brand failures?
6. Difference between product and brand.
7. What is brand development through acquisition?
8. Brief note on breadth of branding strategy?.

### PART B (5x10 = 50 Marks)

Note: Answer all the questions.

9. a) Explain about brand life cycle .

OR

- b) write about functions of brand to customer?

10. a) Meaning of brand equity and models of CBBE.

OR

- b) ) Explain about strategic brand management process?

11. a)explain about brand leveraging and brand positioning

OR

- b) write about co-branding strategies?

12. a) what is breadth and depth of brand strategy?

OR

- b) write about brand equity at different hierarchy levels?





13. a) explain about brand licensing and brand franchising.

OR

b) write about role of packing and labeling brand success strategy .

## Solved Model Questions Paper

### BRAND MANAGEMENT

#### PART A (5x5=25 Marks)

Answer any five of the following questions:

1. Write the meaning and definition of brand?
2. What is brand equity?
3. How do branding impact on buyers and competitors?.
4. What is meaning of brand hierarchy?
5. Write about role of packing?
6. Explain about brand audit.
7. What are branding failures?
8. Write about branding decisions?.

#### PART B (5x10 = 50 Marks)

Note: Answer all the questions.

9. a) write about evolution of brands.

OR

- b) what are different types of brand?

10. a) Explain about strategic brand management process.

OR

- b) Write about CBBE and the models of CBBE?

11. a) what are the methods for measuring brand performance.

OR

- b) what are co-branding strategies?.

12. a) write about the brand product-matrix?

OR



b) write about brand equity at different hierarchies?

13. a) explain about brand rejuvenation and re-launch.

OR

b) write about brand loyalty programs.



**Solved Model Questions Paper**  
**PERFORMANCE MANAGEMENT**

**PART A (5x5=25 Marks)**

**Answer any five of the following questions:**

1. Write about scope and significance of performance management?
2. How can we develop an effective appraisal program?
3. What is performance management framework?.
4. Explain about barriers of effective appraisal?
5. Write about Hr score card?
6. What are the issues in appraisal design?
7. Write about performance appraisal?
8. Brief note on employee assessment system?.

**PART B (5x10 = 50 Marks)**

**Note: Answer all the questions.**

9. a) Impact of organizational structure and operational problems in performance management .

OR

- b) write about performance management strategic planning?

10. a) performance appraisal in employer and employee perspective.

OR

- b) ) Difference between performance appraisal and performance management?

11. a) Explain about role of HR professional in performance management

OR

- b) write about performance management skills?

12. a) Write about pros and cons of 360 degree appraisal?

OR

- b) explain about types of appraisal interviews and conducting appraisal interviews?

13. a) what are the factors that influence performance and legal issues in performance appraisal.

OR

b) what are quality management systems and six-sigma practices .

**Model Questions Paper - I**  
**EXPORT & IMPORT MANAGEMENT**

**PART A (5x5=25 Marks)**

Answer any five of the following questions:

- 1) What are the main objectives of EXIM ?
- 2) What are the challenges faced by Special economic zones ?
- 3) What are the Benefits of Registration cum membership certificate ( RCMC ) ?
- 4) What are the Role of Commodities board of India ?
- 5) Explain about principal and auxiliary documents ?
- 6) Define Letter of credit ?
- 7) What is the procedure to open customers account ?
- 8) Describe the role of clearing and forwarding agents ?

**PART B (5x10 = 50 Marks)**

**Note: Answer all the questions.**

9. a) In what way EXPORT are important for the development of Indian economy ?

OR

b) Discuss about the flow of procedure for Exports & Imports process ?

10. a) What are the functions and roles of Export promotion councils ?

OR

b) Determine the Registration , Role and functions of Export credit and guarantee corporation of India ?

11. a) Briefly explain about Principal & Auxillary documents ?

OR



b) What are the common Import and Export Commercial documents ?

12. a) Explain about open account with periodical settlement ?

OR

b) Discuss about factors determine for payment of methods of receiving amount ?

13. a) Write a brief note on clearing and forwarding agents role ?

OR

b) What are the types of marine insurance policy and kinds of losses ?

**Model Questions Paper - 2**  
**EXPORT & IMPORT MANAGEMENT**

**PART A (5x5=25 Marks)**

Answer any five of the following questions:

- 1) What are the impacts of EXIM ?
- 2) What are the objectives of state trading corporation ?
- 3) Explain about the role of Export promotion council ?
- 4) What does an Export credit and guarantee corporation do ?
- 5) Mention the commercial documents of EXIM ?
- 6) Explain about different types of Letter of credit ?
- 7) Briefly explain the methods of payments ?
- 8) What are the types of marine insurance policy ?

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**PART B (5x10 = 50 Marks)**

**Note: Answer all the questions.**

9. a) Write a brief note on Foreign trade policy ?

OR

b) Difference between the state trading corporation and special economic zones ?

10. a) What are the Roles and functions of Commodities board ?

OR

b) Define RCMC ? What are the required documents and benefits of Registration cum membership certificate ?

11. a) Briefly explain about commercial and regulatory documents ?

OR

b) What are the common Import & Export of Commercial documents ?

12. a) Explain about open account with periodical settlement ?

OR

b) Draw a flow chart of letter of credit mechanism ?

13. a) Determine the classifications of essential services and optional services ?

OR

b) What are the types of marine insurance policy and kinds of losses ?





## Model Questions Paper - I

### Stock Markets

#### PART A (5x5=25 Marks)

Answer any five of the following questions:

1. Write short note on stock market.
2. What is investment?
3. Give the meaning of future contract.
4. What is capital market?
5. What is equity share?
6. Give the meaning of financial intermediaries.
7. What are stock indices?
8. Write short note on SEBI.

#### PART B (5x10 = 50 Marks)

Note: Answer all the questions.

9. a) Explain the nature of stock market.

OR

b) Why investments are important?

10. a) Explain the role of capital market.

OR

b) What are the characteristics of equity share?

11. a) Discuss the financial intermediaries in stock market.



OR

b) Discuss the depository system.

12. a) Why do we need indices?

OR

b) What are the advantages of BSE?

13. a) Explain the objectives of SEBI.

OR

b) Explain the features of OTCEI. (Ref. Page No. 196)

**Solved Model Questions Paper**  
**PERFORMANCE MANAGEMENT**

**PART A (5x5=25 Marks)**

**Answer any five of the following questions:**

1. What are the advantages of performance management?
2. Write about the process of performance appraisal?
3. What is employee assessment role?.
4. How can we conduct appraisal interviews?
5. What is Mc Kinsey 7s framework?
6. Write brief note on performance planning?
7. What are barriers to effective appraisal?
8. Write short note on business process re-engineering?.

**PART B (5x10 = 50 Marks)**

**Note: Answer all the questions.**

9. a) write about scope and significance of performance management

OR

- b) Write about performance management strategic planning?

10. a) Explain Identification of performance dimension and performance planning.

OR

- b) Describe about performance appraisal in employer and employee perspective?

11. a) Explain about performance management framework

OR

- b) Write about performance management skills?

12. a) Write about methods of performance appraisal?

OR

- b) Explain about types of appraisal interviews?



13. a) what are the strategies to improve performance contemporary practices of PMT.

OR

b) Explain about business process re-engineering and HR score card.

## Solved Model Questions Paper

### Stock Markets

#### PART A (5x5=25 Marks)

Answer any five of the following questions:

1. Write short note on stock market.
2. What is investment?
3. Give the meaning of future contract.
4. What is capital market?
5. What is equity share?
6. Give the meaning of financial intermediaries.
7. What is a stock index?
8. Write short note on SEBI.

#### PART B (5x10 = 50 Marks)

Note: Answer all the questions.

9. a) Explain the nature of stock market.

OR

b) Why investments are important?

10. a) Explain the role of capital market.

OR

b) What are the characteristics of equity share?

11. a) Discuss the financial intermediaries in stock market.

OR

b) Discuss the depository system.



12. a) Why do we need indices?

OR

b) What are the advantages of BSE?

13. a) Explain the objectives of SEBI.

OR

b) Explain the features of OTCEI.



## Model Questions Paper - I

### Stock Markets Analysis

#### PART A

Answer any five of the following questions: (5x5=25 Marks)

1. What is investment?
2. Who is investor?
3. Why fundamental analysis?
4. What is technical analysis?
5. Give the meaning of quantity analysis.
6. What is descriptive research?
7. Give the meaning of mutual funds.
8. What is income fund?

PART B Note: Answer all the questions. (5x10 = 50 Marks)

9. a) Explain the scope of share market analysis. (OR)  
b) What are the objectives of investment?
10. a) What are the uses of fundamental analysis? (OR)  
b) Explain the significance of earnings share.
11. a) Discuss the assumptions of technical analysis. (OR)  
b) Explain bullish pattern.
12. a) Explain the quantitative analysis techniques. (OR)  
b) Explain the methods of descriptive research.
13. a) What are the nature of mutual funds?. (OR)  
b) What are the features of tax saving mutual funds?

Model Questions Paper - II

Stock Markets Analysis

PART A (5x5=25 Marks)

Answer any five of the following questions:

1. Give the meaning of investment.
2. What is security analysis?
3. What is fundamental analysis?
4. Why industry analysis?
5. Give the meaning of technical analysis.
6. What do you mean by experimental research design?
7. Give the meaning of growth fund.
8. What is asset management in mutual funds?

PART B (5x10 = 50 Marks)

**Note: Answer all the questions.**

9. a) Explain the nature of share market analysis. (or)  
b) Why investments are important?
10. a) Explain the components of industry analysis. (or)  
b) What are the benefits and limitations of the ROI formula?
11. a) Explain the techniques of technical analysis. (or)  
b) Discuss market trends.
12. a) Explain the applications of quantitative analysis in the business sector. (or)  
b) What are the characteristics of descriptive research?
13. a) What are the features of mutual funds? (or)  
b) Explain the benefits of investing in growth funds

## Model Questions Paper - 1

### STRESS MANAGEMENT

#### PART A (5x5=25 Marks)

Answer any five of the following questions:

- 1) What are the symptoms of Burnout ?
- 2) Define stress ? Explain about the Nature of stress ?
- 3) Explain about the causes of Frustration ?
- 4) What are the types of conflicts ?
- 5) Explain about any four types of leadership styles regarding stressful and non stressful situations ?
- 6) Explain about stress and thought process ?
- 7) What are the stress related treatments ?
- 8) Define coping stress and Behavioral techniques ?

#### PART B (5x10 = 50 Marks)

Note: Answer all the questions.

9. a) Define stress ? Explain about the nature , symptoms and causes of stress ?

OR

b) What are the strategies for coping stress and the model of stress ?

10. a) Define frustration and explain about the signs , effects and causes of frustration ?

OR

b) Define pressure? Explain the causes of pressure and some general pressures of our society ?

11. a) Briefly explain stress and motivation? Explain the Three step process of preventing stress ?

OR

b) Briefly explain about the evolution of stress frame work and sources of work stress ?

12. a) Explain about the stress related disorders and treatment methods ?

OR

b) What are the Eating disorders ?

13. a) Discuss about **Stress and social support** , **Group process** ?

OR

b) What are the behavioral assignments and techniques for stress control ?

## Model Questions Paper - 2

### STRESS MANAGEMENT

#### PART A (5x5=25 Marks)

Answer any five of the following questions:

- 1) Define stress ? Explain about the symptoms of stress ?
- 2) What are the sources of stress ?
- 3) Define conflict ? What are the general conflicts of our society ?
- 4) Define pressure and causes of pressure ?
- 5) Explain about the behavioral and situational modifiers ?
- 6) Explain about stress frame work ?
- 7) Determine any three treatments related stress ?
- 8) Explain about assertiveness training ?

#### PART B (5x10 = 50 Marks)

**Note: Answer all the questions.**

9. a) Define Burnout ? Explain about the consequences and symptoms of burnout ?

OR

- b) Determine the symptoms, causes and issues of work related stress

10. a) Define frustration and explain about the signs , effects and causes of frustration?

OR

- b) Define conflict ? Explain the types of conflicts and some general conflicts of our society ?

11. a) Explain about the behavioral modifiers and its common effects ?

OR

- b) Distinguish about the decision making under stress and about the leadership styles ?



12. a) Explain about the stress related disorders and treatment methods ?

OR

b) What are the Eating disorders ?

13. a) Discuss about **Coping with stress** and **Assertiveness training** ?

OR

b) What are the behavioral assignments and techniques for stress control ?