

CBCS SCHEME

USN 4 VZ23MDM41

22MDM21

Second Semester MBA Degree Examination, June/July 2024 Cyber Law and Security

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.

2. Question No. 8 is compulsory.

3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
✓	Q.1	a. Define Cyber Crime.	3	L1	CO1
		b. Explain the global perspective on Cybercrimes. What challenges do countries face in combating cybercrime?	7	L2	CO3
		c. Discuss the impact of cybercrime on women and children. What specific measures can be taken to protect vulnerable groups?	10	L4	CO4
✓	Q.2	a. What is Cyber cafe?	3	L1	CO1
		b. What are Zero – day and Zero – click attacks? Why are they particularly concerning in cyber security?	7	L1	CO3
		c. Explain classification of cybercrime and provide examples for each category.	10	L5	CO4
✓	Q.3	a. What are Trojan – horses and Backdoors?	3	L1	CO1
		b. What are some common cybercrimes targeting computers and mobile devices? Discuss specific examples and their impacts.	7	L1	CO3
		c. Describe key loggers and spyware. How do they operate and what risks do they pose to users?	10	L5	CO4
✓	Q.4	a. Define Botnets.	3	L1	CO1
		b. What are the key elements of e – commerce security? Discuss why each element is crucial for online transactions.	7	L2	CO3
		c. Discuss the various modes of digital payments and their respective advantages and disadvantages.	10	L4	CO4
✓	Q.5	a. What do you mean by Unstructured Supplementary Service Data?	3	L1	CO1
		b. Differentiate between Viruses and Worms, with suitable examples.	7	L3	CO3

	c.	Evaluate the RBI guidelines on digital payments focusing on customer protection in unauthorized banking transactions. What measures are in place to ensure consumer safety?	10	L4	CO4
<hr/>					
Q.6	a.	What is meant by DoS and DDoS Attacks?	3	L1	CO1
	b.	Describe the process of risk assessment in cyber security. What factors should be considered when conducting a risk assessment?	7	L3	CO3
	c.	Examine the role of Unified Payment Interface (UPI) in the digital payment ecosystem. What advantages does it offer to users and merchants?	10	L5	CO4
<hr/>					
Q.7	a.	Define Cyber Security Plan.	3	L1	CO1
	b.	What is a Cyber crisis management plan? Discuss the key steps involved in its development.	7	L2	CO3
	c.	Write a brief note on : i) Cyber security audit. ii) National Cyber security policy and strategy.	10	L4	CO4
<hr/>					
Q.8	<u>CASE STUDY :</u>				
	Home Essentials, an e-commerce platform specializing in household products, recently faced a cyber – attack that resulted in a significant data breach. Customer information, including names, addresses and payment details, was compromised. The incident led to a surge in customer complaints, financial losses and a decline in sales as trust in the brand diminished.				
	a.	What were the key factors that contributed to the data breach at Home Essentials?	7	L4	CO4
	b.	What immediate actions should Home Essentials take in response to the data breach?	7	L4	CO4
	c.	What long – term strategies should Home Essentials implement to prevent future cyber threats?	6	L4	CO4

CBCS SCHEME

USN **4VZ23MDM41**

22MDM22

Second Semester MBA Degree Examination, June/July 2024 Optimization Techniques

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to 7.

2. Q.No. 8 is compulsory.

3. Provide normal distribution table to the students.

4. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C																									
Q.1	a.	What are decision making models in OR?	3	L1	CO3																									
	b.	What are the characteristics of OR? <i>optin, syst, contl, etc, quantit, value, syn</i>	7	L2	CO3																									
	c.	Explain various application areas of OR.	10	L2	CO2																									
Q.2	a.	What is Infeasible solution in LP?	3	L1	CO3																									
	b.	Discuss the advantages of linear programming.	7	L2	CO2																									
	c.	Solve the given linear programming problems graphically. Maximize: $Z = 20x + 10y$ Subject to Constraints: $x + 2y \leq 40$ $3x + y \geq 30$ $4x + 3y \geq 60$ $x \geq 0, y \geq 0$.	10	L3	CO2																									
Q.3	a.	What is a burst event in network analysis?	3	L2	CO2																									
	b.	Find the sequence that minimize the total elapsed time required to complete the following tasks on two machines:	7	L3	CO2																									
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <th>Jobs</th> <th>Machine - I</th> <th>Machine - II</th> </tr> <tr> <td>I</td> <td>5</td> <td>2</td> </tr> <tr> <td>II</td> <td>1</td> <td>6</td> </tr> <tr> <td>III</td> <td>9</td> <td>7</td> </tr> <tr> <td>IV</td> <td>3</td> <td>8</td> </tr> <tr> <td>V</td> <td>10</td> <td>4</td> </tr> </table>	Jobs	Machine - I	Machine - II	I	5	2	II	1	6	III	9	7	IV	3	8	V	10	4										
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I	5	2																												
II	1	6																												
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IV	3	8																												
V	10	4																												
	c.	Solve the assignment problem to maximize sales.	10	L3	CO2																									
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <th></th> <th>I</th> <th>II</th> <th>III</th> <th>IV</th> </tr> <tr> <td>A</td> <td>42</td> <td>35</td> <td>28</td> <td>21</td> </tr> <tr> <td>B</td> <td>30</td> <td>25</td> <td>20</td> <td>15</td> </tr> <tr> <td>C</td> <td>30</td> <td>25</td> <td>20</td> <td>15</td> </tr> <tr> <td>D</td> <td>24</td> <td>20</td> <td>16</td> <td>12</td> </tr> </table>		I	II	III	IV	A	42	35	28	21	B	30	25	20	15	C	30	25	20	15	D	24	20	16	12			
	I	II	III	IV																										
A	42	35	28	21																										
B	30	25	20	15																										
C	30	25	20	15																										
D	24	20	16	12																										
1 of 3																														

Manufacturing
Transport & logistics
Finance
Food & agriculture

Q.4	a.	Define Degeneracy in networking.	3	L1	CO3																												
	b.	List out the different criterion used to make decision under uncertainty.	7	L2	CO2																												
	c.	XYZ electric co., is engaged in production of 2 types of capacitors called C ₁ and C ₂ each C ₁ costs Rs.10 and C ₂ cost Rs.40. The company sells both products on credit system. The selling price of C ₁ is Rs.30 and C ₂ is Rs.70. However the company has initial balance of Rs.4,000 which is used for production of C ₁ and C ₂ . The company has 2000hrs of machine, 3000hrs of assembly. The production of C ₁ requires 3hrs machine time and 2hrs assembly time. C ₂ requires 2hrs machine time and 3hrs assembly time. You are required to develop LP model to maximize profit.	10	L2	CO2																												
Q.5	a.	What is a Saddle point?	3	L1	CO2																												
Q.5	b.	Find the sequence that minimize the total time required in performing following jobs on three machines:	7	L2	CO3																												
		<table border="1"> <thead> <tr> <th>Jobs:</th> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>F</th> </tr> </thead> <tbody> <tr> <td>Machine I</td> <td>8</td> <td>3</td> <td>7</td> <td>2</td> <td>5</td> <td>1</td> </tr> <tr> <td>Machine II</td> <td>3</td> <td>4</td> <td>5</td> <td>2</td> <td>1</td> <td>6</td> </tr> <tr> <td>Machine III</td> <td>8</td> <td>7</td> <td>6</td> <td>9</td> <td>10</td> <td>9</td> </tr> </tbody> </table>	Jobs:	A	B	C	D	E	F	Machine I	8	3	7	2	5	1	Machine II	3	4	5	2	1	6	Machine III	8	7	6	9	10	9			
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Machine I	8	3	7	2	5	1																											
Machine II	3	4	5	2	1	6																											
Machine III	8	7	6	9	10	9																											
c.	Solve the initial solution of the transportation problem using VAM.	10	L3	CO2																													
Q.6	a.	What is a pure strategy and a mixed strategy?	3	L1	CO3																												
Q.6	b.	Two breakfast food manufactures ABC and XYZ are competing for an increased market share. The pay off matrix in the following table, describes the increased in market share for ABC and decrease in market share of XYZ.	7	L2	CO2																												
		<table border="1"> <thead> <tr> <th rowspan="2">ABC</th> <th colspan="4">XYZ</th> </tr> <tr> <th>B₁</th> <th>B₂</th> <th>B₃</th> <th>B₄</th> </tr> </thead> <tbody> <tr> <td>A₁</td> <td>2</td> <td>-2</td> <td>4</td> <td>1</td> </tr> <tr> <td>A₂</td> <td>6</td> <td>-1</td> <td>12</td> <td>3</td> </tr> <tr> <td>A₃</td> <td>-3</td> <td>2</td> <td>0</td> <td>6</td> </tr> <tr> <td>A₄</td> <td>2</td> <td>-3</td> <td>7</td> <td>1</td> </tr> </tbody> </table> <p>Determine the optimal strategies and find the value of game.</p>	ABC	XYZ				B ₁	B ₂	B ₃	B ₄	A ₁	2	-2	4	1	A ₂	6	-1	12	3	A ₃	-3	2	0	6	A ₄	2	-3	7	1		
ABC	XYZ																																
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A ₂	6	-1	12	3																													
A ₃	-3	2	0	6																													
A ₄	2	-3	7	1																													

- c. A small project is composed of 7 activities whose time estimates are listed below:

Activity	Optimistic time (in weeks)	Most likely time (in weeks)	Pessimistic time (in weeks)
1-2	1	1	7
1-3	1	4	7
1-4	2	2	8
2-5	1	1	1
3-5	2	5	14
4-6	2	5	8
5-6	3	6	15

What is the probability that the project will be completed atleast 4 weeks earlier than the expected time.

- Q.7 a. What is a dummy activity in network analysis? 3 L1 CO3

- b. Differentiate between PERT and CPM. 7 L2 CO3

- c. Obtain the optimal strategies for both persons and the value of the game for two person zero-sum given whose payoff matrix is as follows: 10 L2 CO3

		Player B	
		B ₁	B ₂
Player A		A ₁	A ₂
	A ₁	1	-3
	A ₂	3	-5
	A ₃	-1	6
	A ₄	4	1
	A ₅	2	2
	A ₆	-5	0

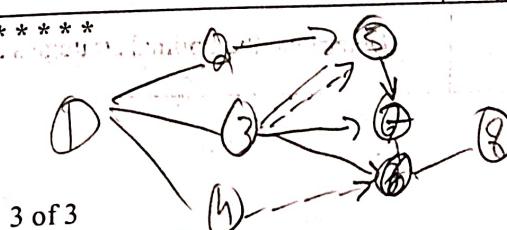
$(A_{11} + A_{21}) - (A_{12} + A_{22})$
 $A_{12} - A_{21} \rightarrow A$
 $A_{11} - A_{22} \rightarrow B$

- Q.8 a. From the below information draw a network diagram and calculate earliest start, latest start, earliest finish, latest finish and total float and free float. 10 L2 CO3

Activity	1-2	1-3	1-4	2-5	3-5	3-6	3-7	4-6	5-7	6-8	7-8
Duration	2	7	8	3	6	10	4	6	2	5	6

- b. Determine an initial feasible solutions of the following transportation problem by using NWCM and LCM. 10 L3 CO2

Sources\Destination	D ₁	D ₂	D ₃	D ₄	Supply	
	S ₁	12	10	12	13	500
S ₂	7	11	8	14	300	
S ₃	6	16	11	7	200	
Demand	180	150	350	320		



CBCS SCHEME

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22MDM23

Second Semester MBA Degree Examination, June/July 2024

Fundamentals of Digital Marketing

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.

2. Question No. 8 is compulsory.

3. M : Marks , L: Bloom's level, C: Course outcomes.

Content
 2023
 New syllabus
 Remarks
 Scheme
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 interest

			M	L	C
Q.1	a.	Define the term “Digital Marketing”	3	L1	CO1
	b.	Briefly explain segmenting and customizing messages in Digital Marketing.	7	L5	CO2
	c.	Describe POEM framework.	10	L5	CO2
Q.2	a.	What do you mean by Programmatic advertising?	3	L1	CO1
	b.	Differentiate between Traditional and Digital Marketing.	7	L3	CO2
	c.	Discuss various targeting methods in Digital Marketing.	10	L4	CO2
Q.3	a.	Give the meaning of the term “Geographic and language tagging”.	3	L1	CO2
	b.	Briefly explain how Google Ads help in advertising.	7	L4	CO2
	c.	Discuss various ways to achieve On Page Optimization and Off Page Optimization.	10	L4	CO3
Q.4	a.	Define the term “Social Media Marketing”.	3	L1	CO2
	b.	Write a note on AD placement and Ad ranks.	7	L3	CO2
	c.	Explain types of YouTube advertising. <i>Skip, Bumper, ever, carlou</i>	10	L5	CO2
Q.5	a.	What do you mean by Mobile Marketing?	3	L1	CO4
	b.	Brief out advantages of search Engine Advertising.	7	L2	CO3
	c.	Mention various mobile analytical tools available and explain how respective applications.	10	L5	CO4
Q.6	a.	Give the meaning of the term “Indexing” in SEP.	3	L1	CO3

	b.	Briefly explain advantages of Mobile Advertising.	7	L2	CO4
	c.	Describe how Augmented Reality can be a new way to increase Customer Engagement.	10	L5	CO4
X	Q.7	a. What do you understand by the word "Re-Marketing".	3	L1	CO2
	b.	Briefly explain how Social Media influencers are impacting viewers.	7	L2	CO4
	c.	Explain various Mobile Advertising Models.	10	L5	CO2
Q.8		CASE STUDY : Nike leveraged digital advertising to reach its target audience by focusing on <u>personalized and engaging content</u> . The company used <u>social media platforms like Instagram, YouTube and Facebook</u> to create inspiring campaigns such as " <u>Dream Crazy</u> ," featuring a well known Celebrity, which resonated with younger, socially conscious consumers. Nike also utilized data analytics to target users with personalized ads based on their preferences and behavior, maximizing ad relevance. The strategy not only boosted brand visibility but also <u>drove online sales growth by 31%</u> in the first quarter following the campaign's launch. Nike's focus on user-generated content encouraged customers to share their stories, increasing engagement.			
		Questions :			
	a.	Evaluate the effectiveness of Nike's digital advertising strategy in driving consumer engagement and sales.	10	L3	CO2
	b.	How did the use of <u>social media platforms and data analytics</u> contribute to the campaign's success?	10	L4	CO4

CBCS SCHEME

USN

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22MDM24

Second Semester MBA Degree Examination, June/July 2024

Website Planning and Structure

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q1 to Q7.

2. Question No.8 is compulsory.

3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	CO
Q.1	a.	How the domain registration is done in web site planning and structure.	03	L4	CO2
	b.	Explain the steps involved in planning a website.	07	L2	CO1
	c.	Explain various types of web hosting.	10	L2	CO2
<i>Q.1 Marks Allocation</i>					
Q.2	a.	Discuss briefly the various types of web sites.	03	L3	CO2
	b.	List and explain various types of service provider.	07	L2	CO2
	c.	List and explain top level domain and their importance.	10	L2	CO1
<i>Q.2 Marks Allocation</i>					
Q.3	a.	Discuss how to create portfolio page on home page.	03	L3	CO2
	b.	Differentiate between front end and back end technologies.	07	L2	CO1
	c.	List and explain the advantages of having an attractive home page.	10	L3	CO2
<i>Q.3 Marks Allocation</i>					
Q.4	a.	Differentiate between landing page and home page.	03	L3	CO2
	b.	Explain the role of site map in constructing a web site.	07	L3	CO3
	c.	Discuss the navigation and its importance while designing a website.	10	L2	CO2
<i>Q.4 Marks Allocation</i>					
Q.5	a.	Discuss the importance of chatbots.	03	L1	CO2
	b.	Write short notes of photo gallery page.	07	L2	CO1
	c.	Define CTA. Explain the best practices that are followed while designing a CTA button.	10	L2	CO2
<i>Q.5 Marks Allocation</i>					
Q.6	a.	List out the steps involved in creating a compelling call to action buttons.	03	L2	CO2
	b.	Discuss the reasons for having a CMS web site over static sites.	07	L2	CO2
	c.	List and explain the various CMS tools.	10	L2	CO2
<i>Q.6 Marks Allocation</i>					
Q.7	a.	What are the benefits of conducting a web site audit?	03	L2	CO2
	b.	Explain the significance of analytics in digital platforms.	07	L2	CO2
	c.	Explain various tools used for analytics in digital platform.	10	L2	CO3
<i>Q.7 Marks Allocation</i>					
Q.8	a.	With a neat diagram, explain the various fields in SSL certificates.	10	L3	CO2
	b.	Discuss about the elements needed to be considered while designing a contact us page for contemporary websites.	10	L3	CO2
<i>Q.8 Marks Allocation</i>					

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CBCS SCHEME

USN 4VZ23MDM41

22MDM25

Second Semester MBA Degree Examination, June/July 2024 Marketing Research

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q1 to Q7.

2. Question No.8 is compulsory.

3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	CO
Q.1	a.	Define Marketing Research.	03	L1	CO1
	b.	Explain the steps involved in Research problem formulation.	07	L3	CO1
	c.	Explain the types of Research. <i>objectives, Market analysis, intend to fit or function, collect & analyse data, form interpret, view literature review, conclusion, community service, terrorist post, IIM</i>	10	L5	CO1
Q.2	a.	What is Market Segmentation?	03	L1	CO1
	b.	Briefly explain the Maslow's Hierarchy of needs theory.	07	L2	CO2
	c.	Discuss the External Environmental Analysis.	10	L4	CO2
Q.3	a.	Mention the purpose of survey.	03	L1	CO4
	b.	What is sampling? Describe the errors in sampling.	07	L2	CO4
	c.	Explain the significance of tactical planning in implementing marketing strategies.	10	L5	CO4
Q.4	a.	What is Type I error?	03	L2	CO1
	b.	Explain the Data Coding Process.	07	L3	CO2
	c.	Explain the Types of Statistics test.	10	L3	CO5
Q.5	a.	How can consumer insights be translated into actionable marketing strategies?	03	L2	CO3
	b.	Discuss the process of crafting marketing objectives based on research findings.	07	L4	CO3
	c.	Analyze the importance of integrating marketing research into strategic decision making. Provide examples of how research findings can influence marketing strategies. <i>budget time, R&D, market, product, method, obj, target, coll, analy, inter, Repor</i>	10	L4	CO3
Q.6	a.	What is Hypothesis?	03	L1	CO2
	b.	Briefly explain the process of designing questionnaire. <i>obj, method, sample, strata, cluster, hypothesis, method, coll, analy, inter, Repor</i>	07	L2	CO3
	c.	Explain the type of probability sampling methods with example. <i>RAN sum, sys, strat, cluster</i>	10	L4	CO3
Q.7	a.	What do you mean by Secondary data?	03	L1	CO2
	b.	Briefly explain the research design process. <i>Idia, P, lit, meth, hypothesis, method, coll, analy, inter, Repor</i>	07	L2	CO1
	c.	Discuss the data collection tools and techniques. <i>secondary</i>	10	L4	CO4

Q.8	CASE STUDY			
	<p>SLR company is a leading manufacturer of leather consumer products. The products are shoes, leather hand bags, purses and belts. The company accounted for about 10% of the market share in shoes, which is its main product. Since last year, the SLR company has been facing staff competition from another firm which has come up recently in the city. This is reflecting in the declining monthly sales. The company is concerned over this development and would like to regain its hold over the shoe market.</p> <p>At a recent meeting of the Board of directors, a decision was taken in favour of a systematic study by an outside expert agency. As a marketing consultant for the expert agency, how would you answer the following questions?</p>			
	a. What is the main research problem involved in given case? Explain briefly.	10	L4	CO3
	b. Which method of data collection would you select and why?	10	L4	CO3

CBCS SCHEME

USN **2VZ23M DM41**

22MDM26

Second Semester MBA Degree Examination, June/July 2024 **Integrated Marketing Communication**

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.

2. Question No. 8 is compulsory.

3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
• Q.1	a.	Define the term "Marketing Communication".	3	L1	CO1
	b.	Briefly explain various types of AD agencies.	7	L2	CO3
	c.	Describe various steps involved in developing IMC programme. <i>Situ, obje, target, medi, Influe, EVA mani, Fodd-hink</i>	10	L3	CO1
• Q.2	a.	What do you mean by "Broadcast Media"?	3	L1	CO2
	b.	Briefly explain Role of advertising in Marketing.	7	L2	CO2
	c.	Discuss on Advertising appeal in various stages of PLC. <i>EM IN, EX, EMplode, REM, valu, Poffv, EXIT</i>	10	L4	CO3
• Q.3	a.	Define the term "Direct Marketing".	3	L1	CO3
	b.	Briefly explain importance of Media Planning.	7	L2	CO2
	c.	Explain how Corporate Social Responsibility can be an effective means of publicity.	10	L5	CO1
• Q.4	a.	Give the meaning of the term "Co-operative Advertising".	3	L1	CO3
	b.	Compare and contrast between Public relations Vs Publicity.	7	L3	CO3
	c.	Discuss various Types of Ad Budgets. <i>Person, obj & t, Comis, Horlic, afford</i>	10	L4	CO1
X Q.5	a.	Give the meaning of the term "Publicity".	3	L1	CO2
	b.	Briefly explain Elements of Creative strategies.	7	L2	CO3
	c.	Describe various tools of Public Relations.	10	L5	CO6
+ Q.6	a.	What do you mean by Sales Promotion?	3	L1	CO5
	b.	Write a note on Importance of Headline and Body copy.	7	L3	CO2

	c.	Explain advantages and disadvantages of Direct Marketing.	10	L5	CO3
X	Q.7	a. What do you mean by Advertising Measurement?	3	L1	CO2
	b. Brief out on Push and Pull Strategies in Sales Promotion.	7	L2	CO5	
	c. Enumerate process of Personal selling.	10	L5	CO3	
Q.8	CASE STUDY :				
	<p>Coca – Cola's "Share a Coke" campaign launched in Australia in 2011, replaced the brand's logo on bottles with popular names to personalize the experience. The goal was to engage consumers by encouraging them to find bottles with their own or friends names, sparking a connection with the brand. The campaign extended to social media, prompting customers to share photos of their personalized bottles, increasing online buzz. As a result, sales among young adults rose by 7%, leading to the campaign's expansion to over 80 Countries. It demonstrated the effectiveness of combining traditional advertising with digital strategies. This approach not only drove sales but also enhanced brand loyalty by making Coca – Cola more relatable to consumers.</p>				
	Questions :				
	a.	Discuss the key factors that contributed to the success of Coca – Cola's "Share a Coke" campaign.	10	L4	CO4
	b.	How did the integration of traditional and digital marketing strategies impact the campaign's effectiveness in connecting with consumers?	10	L4	CO4
