

CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

BBA (Honours), SEMESTER IV

MARKETING MANAGEMENT

(w.e.f. 2024-25 Admitted Batch)

(No additional sheets will be provided)

Time: 3 Hours

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. State the importance of marketing in modern business.
2. Explain the different orientations of a company towards marketing.
3. What are the levels of market Segmentation?
4. Explain the patterns of target market Selection.
5. Discuss the characteristics of product.
6. Explain the stages product life cycle.
7. What are the objectives of pricing?
8. Write in detail about kinds of marketing channels.
9. Discuss the steps involved in Integrated Marketing Communication (IMC) Process.
10. Define personal selling and explain advantages of personal selling.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Explain the elements of marketing mix and their significance in Business decisions.
- or**
12. Discuss the micro and macro marketing environment in relation to business decisions.
13. Evaluate the importance of market segmentation in modern marketing strategy.
- or**
14. Explain the concept of Positioning and analyze various positioning Strategies.
15. Explain the classification of products with reference to consumer goods and industrial goods.
- or**
16. Differentiate between Warranties and Guarantees with suitable examples.
17. Analyze the relationship between pricing objectives and pricing strategies.
- or**
18. Describe the criteria for selecting a marketing channel.
19. Examine the differences among advertising, publicity and public relations.
- or**
20. Evaluate the effectiveness of Integrated Marketing Communication in Promotion.



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UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

BBA (Honours), SEMESTER IV

HUMAN RESOURCE MANAGEMENT

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. State the significance of HRM in an organization.
2. Explain the nature of HRM.
3. List the sources of recruitment.
4. What is Human Resource Planning?
5. Define Training and state its importance.
6. What is executive development?
7. Mention the components of compensation.
8. State the importance of performance appraisal.
9. What is grievance Redressal procedure?
10. Define Industrial Relations.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Discuss the functions of HRM in detail.

Or

12. Explain how HRM contributes to company objectives and policies.

13. Describe stages involved in the selection process.

Or

14. Discuss placement, induction, and employee socialization process.

15. Discuss steps involved in designing a training program.

Or

16. Explain on-the-job and off-the-job training methods.

17. Discuss traditional and modern methods of performance appraisal.

Or

18. Describe different methods of job evaluation.

19. What are the causes of industrial disputes? Describe their types.

Or

20. Discuss objectives and importance of collective bargaining.



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BBA (Honours), SEMESTER IV

HUMAN RESOURCE MANAGEMENT

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

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(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

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UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

BBA (Honours), SEMESTER IV

ADVERTISING

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. Define the term branding.
2. Explain store brands.
3. Define brand value.
4. What is brand vision?
5. Define brand image building.
6. Explain online brand promotion.
7. Define re - branding.
8. Explain re - launching.
9. Define brand – equity.
10. Explain brand performance.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Define brand and explain its functions.
Or
12. What are the different types of brands?
13. Briefly explain the process of strategic brand management.
Or
14. Define the different elements of a brand.
15. Define brand promotion and explain its methods.
Or
16. Briefly explain the role of brand ambassadors.
17. Describe the different brand adoption practices.
Or
18. Define brand extension and explain its types.
19. Briefly explain the role of brand managers.
Or
20. Define branding and explain its challenges.



CSSR & SRRM DEGREE & PG COLLEGE
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UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

B.Sc. Botany (Honours), SEMESTER IV

PLANT ECOLOGY, BIODIVERSITY AND PHYTOGEOGRAPHY

(w.e.f. 2024-25 Admitted Batch)

(No additional sheets will be provided)

Time: 3 Hours

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. Phosphorus cycle
2. Pyramid of numbers
3. P/R ratio
4. Biological spectrum
5. What are the causes for Deforestation
6. What are the plant Indicators. Give examples.
7. Western Ghats
8. Red Data Books
9. Various categories of Endemism
10. North temperate zone

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Describe the role of light as an ecological factor.
Or
12. Write an account of interaction among plant with example.
13. Define population. Discuss briefly on the population.
Or
14. Write an account of energy flow in an Ecosystem.
15. What are the causes for soil degradation.
Or
16. Write notes on Kyoto protocol.
17. What are the key principles of Biodiversity Conservation.
Or
18. Explain the role of NBPGR in conservation of Biodiversity.
19. Explain the principles of Phytogeography.
Or
20. Give an account of Phytogeographical regions of India.



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UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

B.Sc. Botany (Honours), SEMESTER IV

PLANT RESOURCES AND UTILIZATION

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. What is domestication and its stages.
2. Importance of sugarcane.
3. Uses of vegetable oils
4. Classification of resins
5. Spices
6. Narcotics
7. Lower plants medicinal sources
8. Withania somnifera
9. Production of bio plastic
10. Teak

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Explain what do you know about origin of crop plants and write down key points.
Or
12. Describe basic cultivation and production of Great millet.
13. Cultivation and uses of Potato and Tomato production in India.
Or
14. Explain the process of textile production from plant fibers.
15. What is Beverage? Types and benefits of beverage.
Or
16. Write an account on utilization of some important Orchids.
17. What are essential oils? Write their sources and potential benefits.
Or
18. Give a brief account on phytochemicals and their benefits.
19. Give a brief account on Energy crops.
Or
20. Give a brief account on Casuarina in paper generation.



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UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

B.Sc. Botany (Honours), SEMESTER IV

PHYSICAL CHEMISTRY-II

(States of matter, Phase Rule & Surface Chemistry)

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. With a neat P-V diagram, explain Andrew's isotherms of CO₂.
2. Explain the liquefaction of gases based on Joule-Thomson effect with experimental setup.
3. Describe the working principle and applications of LCD devices based on liquid crystals.
4. State the effect of addition of various solutes on surface tension and viscosity of liquids.
5. Explain the law of constancy of interfacial angles and discuss the law of rationality of indices.
6. Define the lattice point, space lattice, and unit cell with suitable diagrams.
7. Explain the terms phase, component, and degree of freedom with suitable examples.
8. Explain freezing mixtures and give suitable examples.
9. Explain coagulation of colloids with reference to Gold number and Hardy-Schulze rule.
10. Define and classify colloids. Differentiate between various types of colloids.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Explain the pressure correction and volume correction of real gases in Vander Waal's equation and derive final equation.

Or

12. Show how critical constants T_c , P_c , and V_c are related to 'a' and 'b' in Vander Waal's equation.

13. With a neat diagram explain the principle, procedure, and formula involved in determining viscosity using Ostwald viscometer.

Or

14. Write a detailed note on the classification of liquid crystals into Smectic and Nematic, differentiate their characteristics.

15. Derive Bragg's law with a neat diagram for X-ray diffraction by crystal.

Or

16. What is imperfection in crystal? Discuss the Stoichiometric and Non-stoichiometric imperfections with examples.

17. Explain Ag-Pb system with the help of a phase diagram and write the principle involved in the Pattenson's method for the removal of silver from lead.

Or

18. What is one-component system? Explain phase diagram of one-component system with reference to water (H_2O).

19. Explain the Langmuir theory of adsorption and obtain its isotherm equation.

Or

20. Explain physical adsorption and chemical adsorption with suitable examples and compare them.



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UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

B.Sc. Botany (Honours), SEMESTER IV

GENERAL AND PHYSICAL CHEMISTRY

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**. **5×4 = 20 M**

1. What is meant by optical isomerism? Define Enantiomers and Diastereomers. Explain with examples.
2. What is Chirality? Describe the conditions required for a molecule to be Chiral with examples.
3. Explain the sources, toxic effects, and health hazards of lead and cadmium.
4. Explain the importance of Cisplatin in modern chemotherapy (cancer treatment).
5. Define degree of ionization and explain the factors affecting it.
6. Explain common ion effect with suitable examples.
7. Define Order, Molecularity of a reaction, distinguish between them.
8. What is zero order reaction? Derive the integrated rate constant equation for a zero-order reaction.
9. Describe the mechanism of Lock and Key hypothesis with suitable illustration.
10. Discuss the postulates and significance of collision theory.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**. **5×10 = 50 M**

11. Discuss the different projection formulas used in molecular representation.

Or

12. Describe the different symmetry elements present in molecules with the suitable examples.

13. Write an account of carbonic anhydrase and carboxypeptidase as metalloenzymes.

Or

14. Write an account on Haemoglobin with reference to its structure and oxygen transport function.

15. What is Indicator? Discuss the theories of indicator. How are suitable indicators selected for titrations?

Or

16. Describe the mechanism of action of buffer solutions and derive Henderson's equation for an acid buffer.

17. Write an account of various methods used to determine the orders of reaction with the suitable examples.

Or

18. Obtain the integrated rate equation for a First-order reaction and express its half-life time.

19. Discuss the derivation of Michaelis-Menten equation and explain its significance.

Or

20. Define activation energy and derive Arrhenius equation to explain the concept of activation energy.



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UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

B.Sc. Botany (Honours), SEMESTER IV

ANATOMY AND EMBRYOLOGY OF ANGIOSPERMS

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. Types of Collenchyma
2. Hydathods
3. Economic importance of Red sanders.
4. Applications of anatomy in pharmacognosy
5. MGU (Male Germ Unit)
6. Pollen viability
7. Basic concepts of self-incompatibility
8. Cellular endosperm
9. Importance of seed dispersal
10. Function of polyembryony

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Give an account on the Shoot apical meristem and its theories.
Or
12. What is complex tissue, Write on essay on complex tissue.
13. What are tissue system, Write about Epidermal tissue system.
Or
14. Describe the Anomalous secondary growth in Dracaena.
15. Describe the Development of male gametophyte in angiosperms.
Or
16. Explain the classification of NPS system
17. Explain development of various types of embryo sacs.
Or
18. Explain the process of fertilization in Angiosperms
19. Explain the development of the Dicot embryo.
Or
20. What is apomixis, Write on essay apomixes.



CSSR & SRRM DEGREE & PG COLLEGE

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UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

B.COM (Honours), SEMESTER IV

CORPORATE ACCOUNTING

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

Maximum Marks: 70**SECTION - A**I. Answer any **FIVE** of the following. Each question carries **4 marks**.**5×4 = 20 M**

1. Define Preference Shares.
2. Calls in Advanced?
3. Debenture.
4. Debentures issues at Par & Discount.
5. A business concern had earned profits for the past five years as follows:
2010-11: Rs.40,000
2011-12: Rs.45,000
2012-13: Rs.48,000
2013-14: Rs.52,000
2014-15: Rs.45,000

The Goodwill of the firm is to be calculated at twice the average of the five years profits.
Calculate the value of Goodwill.

6. Bonus share
7. Average Profit Method of calculating Goodwill.
8. Methods of valuation of goodwill
9. What are the Sources of declaring dividend?
10. Define subsidiary books

SECTION - BII. Answer **ONE** questions from each unit. Each question carries **10 Marks**.**5×10 = 50 M**

11. Explain what Joint Stock Company is. Explain its features, merits & demerits.

Or

12. 'X' Ltd Company offered 15,000 Shares of Rs 10 each at a Premium of 20%. Payable Rs 2 on application Rs 5 allotment (including premium), Rs.3 first call and Rs 2 on final call. All the shares were fully subscribed and duly received except one shareholders holding 200 shares failed to pay first call and final calls, and another shareholder holding 100 shares paid full amount along with first call. Pass Journal Entries.

13. Give Journal Entries at the time of issue of Debentures.

Or

14. The Balance Sheet of C.R. Reddy Ltd. at 31-12-2020 was as under:

Liabilities	Amount	Assets	Amount
5000 Shares of 100 Each, 75 Paid up	3,75,000	Sundry Assets	10,25,000
Share Premium	1,00,000		
General Reserve	2,00,000		
Profit & Loss A/c	1,50,000		
Sundry Creditors	2,00,000		
Total	10,25,000	Total	10,25,000

The company decided to issue one fully paid bonus share for every two shares held out of profits and loss account. For this purpose, the share premium account was to be used fully

and then the general reserve. Give the necessary journal entries and prepare the Balance Sheet after the above arrangements are carried on.

15. Explain different methods of Valuing Goodwill?

Or

16. 'P' Ltd proposed to purchase the business carried on by Sree Chandra. Goodwill for this purpose is agreed to be valued at three years purchase of the (i) Simple average Profit (ii) weighted average profits of the past four years. The profits are:

2011	2012	2013	2014
Rs 1,01,000	Rs 1,24,000	Rs 1,00,000	Rs 1,50,000

The following matters are revealed:

- (a) On 1-9-2013 a major repairs was made on plant & paid Rs. 30,000 which was charged to revenue expenditure. It is agreed to be capitalized for goodwill calculation subject to adjustment of depreciation at 10% p.a on reducing balance method.
- (b) The closing stock for the year 2012 was overvalued by 12,000.
- (c) To cover management cost Rs. 24,000 p.a should be made for the purpose of goodwill valuation. Compute the value of goodwill of the firm.

17. Explain the Various methods of Valuation of Shares?

Or

18. Balance sheet of Pravok Ltd as on 31-12-2017

Liabilities	Amount	Assets	Amount
Share Capital : 20,000 Equity Shares of 10 each fully paid	2,00,000	Sundry Fixed Assets	2,00,000
General Reserve	55,000	Non-Trade Investment	1,00,000
10% Debentures	1,00,000	Stock	1,05,000
Sundry Creditors	1,55,000	Debtors	90,000
Bills Payable	40,000	Cash at Bank	50,000
		Preliminary Expenses	5,000
Total	5,50,000	Total	5,50,000

Other information:

- (a) For the purpose of valuation Sundry Fixed Assets are revalued at Rs 2,70,000. Stock will realize Rs 95,000. Debtors will realize Rs 80,000.
- (b) Profit after tax for the last four years:
 - 2014 – 30,000
 - 2015 – 45,000
 - 2016 – 60,000
 - 2017 – 75,000
- (c) Non-Trade investments earn 15% on an average.
- (d) Expected increase in expenditure without commensurate increase in selling price Rs5,000.
- (e) Expected Research and Development in future Rs 10,000.
- (f) Normal rate of return is 12% (On the basis of closing Capital Employed).
- (g) Goodwill may be taken at 3 years Purchase of Super Profits. Find out the intrinsic value of an equity share. Ignore tax.

19. The following is the Trial Balance of Lakshmi Co. Ltd. as at 31st March, 2016:

Particulars	Debit (Rs.)	Credit (Rs.)
Stock (31-3-2015)	75,000	—
Sales	—	3,50,000
Purchases	2,45,000	—
Wages	50,000	—

Discount	50,000	50,000
Furniture and Fittings	17,000	—
Salaries	7,500	—
Rent	4,950	—
Sundry Expenses	7,050	—
Surplus Account (31-3-2015)	—	15,030
Dividends Paid	9,000	—
Share Capital	—	1,00,000
Debtors	37,500	—
Creditors	—	17,500
Plant and Machinery	29,000	—
Cash and Bank	16,200	—
Reserve	—	15,500
Patents and Trade Mark	4,830	—
Total	5,03,030	5,03,030

Prepare the Trading and Profit & Loss Account (or Statement of Profit and Loss) and Balance Sheet as at 31st March 2016, incorporating the following adjustments:

1. Stock at 31.3.2016 was valued at Rs. 62,000.
2. Depreciation on fixed assets @ 10%.
3. Make provision for income tax @ 50%.
4. Ignore provision for income tax @ 50%.
5. Ignore corporate dividend tax

Or

20. Pavitra Ltd. was registered with a Nominal Capital of Rs.50,00,000 divided into shares of Rs.100 each. Following Trial Balance extracted from the books as on 31.3.2015:

Particulars	.	Debit (Rs.)	Credit (Rs.)
Machinery		20,00,000 (Outstandg.)	5,00,000
Purchases (Stock)		10,00,000	
Directors' Fees		60,000	
General Reserve			25,00,000
Depreciation			26,00,000 (Provn. for Dep.)
Debentures (12% on Buildings)		6,00,000	50,00,000
Deb. Interest Rs.8% p.u.		28,00,000	20,00,000
Loose Tools		60,000 (Unclaimed Dividends)	5,00,000
Sundry Expenses		1,15,000	
Total		30,00,000	1,18,00,000

Prepare Profit & Loss A/c for the year ended 12.18.00.

Adjustments:

- a) Closing Stock is more than Opening Stock by Rs.30,000.
- b) Provide for Bad Debts @ 5%.
- c) Provide for Income Tax @ 40%.
- d) Depreciation @ Rs.10,000 on Machinery including depreciation @ Rs.5,000 on Buildings and transfer Directors' remuneration to General Reserve.
- e) Directors recommend amount on Dividend 25%.

CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

B.COM (Honours), SEMESTER IV

COST AND MANAGEMENT ACCOUNTING

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

Maximum Marks: 70**SECTION - A**I. Answer any **FIVE** of the following. Each question carries **4 marks**.**5×4 = 20 M**

1. Features of Cost Accounting.

2. Determine the prime cost from the following

Direct Wages	50,000
Opening Stock	10,000
Material bought during the year	60,000
Closing Stock of Material	20,000
Carriage inwards	2,000
Material returned to suppliers	1,500

3. Characteristics of a Good Cost Control System

4. ABC Analysis.

5. Batch Costing

6. Economic Batch Quantity

7. Cash flow statement

8. Objectives of financial statement analysis

9. Contribution.

10. Calculate the PV Ratio

Sales	Rs. 1, 00,000	Fixed Cost	Rs. 40,000
Profit	Rs. 20,000		

SECTION - BII. Answer **ONE** questions from each unit. Each question carries **10 Marks**.**5×10 = 50 M**

11. Prepare cost sheet from the following particulars.

	1-01-2025	31-12-2025
	Rs.	Rs.
Cost of raw materials	60,000	50,000
Cost of work-in-progress	12,000	15,000
Cost of stock of finished goods	90,000	1,10,000
Purchased of raw materials during June, 2025		4,80,000
Wages paid		2,40,000
Factory overheads		1,00,000
Administrative overheads		50,000
Selling and distribution overheads		25,000
Sales	10,00,000	

Or

12. A manufacturing concern requires a statement showing the result of its production operation for September, 2022. Cost records give the following information.

	01-09-2022	30-09-2022
	Rs.	Rs.
Raw Materials	1,00,000	1,23,500
Finished Goods	71,500	42,000
Work in Progress	31,000	34,500
		Rs.
Purchase of Raw materials		88,000
Direct Wages		70,000
Indirect Wages		2,500
Works Expenses		37,000
Administrative Expenses		13,000
Selling and distributions expenses		15,000
Sales		2,84,000

13. Prepare the stores ledger of XYZ Co. for the month of Dec. 2021 by FIFO and LIFO methods.

Dec.1, Opening balance 400 units @ Rs. 15 per unit
 Dec.5, purchases 1,000 units @ Rs. 16 per unit
 Dec.10, Issues 600 units.
 Dec.15, purchases 1,200 units @ Rs. 16.5 per unit
 Dec.20, purchases 800 units @ Rs. 15.5 per unit
 Dec.25, Issues 900 units
 Dec.28, Issues 500 units.
 Dec.30, purchases 600 units @ Rs. 17 per unit
 Dec.10, Issues 500 units.

Or

14. From the following data prepare stores ledger by simple average and weighted average method.

Jan 1 Opening Balance 500 units @ Rs.30
 Jan 3 Issue 250 units
 Jan 4 Purchased 200 units @ Rs.32
 Jan 16 Issue 180 units
 Jan 20 Purchased 300 units @ Rs.34
 Jan 24 Issue 150 units
 Jan 25 Purchased 300 units @ Rs.30
 Jan 27 Issue 150 units
 Jan 28 Purchased 100 units @ Rs.30
 Jan 29 Issue 150 units
 Jan 30 Issue 200 units

15. Following costing information is extracted from records pertaining to Job No.111

Material Rs. 8,000
 Wages: Department A 60 hours @ Rs. 6 per hour
 Department B 40 hours @ Rs. 3 per hour
 Department C 20 hours @ Rs. 3 per hour

Over head expenses for these departments were estimated as follows:

Variable Overheads:

Department A Rs. 5,000 for 5,000 labour hours
 Department B Rs. 3,000 for 1,500 labour hours
 Department C Rs. 2,000 for 500 labour hours

Fixed overheads: Estimated at Rs. 4,000 for 10,000 normal working hours.

You are required to calculate the cost of Job No. 111 and calculate to earn profit of 25% on selling price.

Or

16. Following information is given pertaining to Job No. 888

Material Rs. 1,000

Wages: Department A 20 hours @ Rs. 5 per hour

Department B 16 hours @ Rs. 6 per hour

Department C 10 hours @ Rs. 8 per hour

Over head expenses for these departments were estimated as follows:

Variable Overheads:

Department A Rs. 14,000 for 14,000 labour hours

Department B Rs. 6,000 for 12,000 labour hours

Department C Rs. 20,000 for 8,000 labour hours

Fixed overheads: Estimated at Rs. 60,000 for 15,000 normal working hours.

Sales value Rs.4500

You are required to calculate the Job cost sheet of Job No. 888 and find out profit/ loss.

17. Prepare the comparative income statement from the following.

Particulars	2020	2021	Particulars	2020	2021
To Cost of Goods sold	1,00,000	1,00,000	By Sales	2,50,000	3,00,000
To operating Expenses	75,000	1,10,000			
To Interest	25,000	20,000			
To Tax	25,000	30,000			
To Net Profit	25,000	40,000			
	2,50,000	3,00,000		2,50,000	3,00,000

Or

18. Convert the following balance sheets into common size balance sheet and interpret the results.

Balance Sheet as on 31st December 2022, 2023

Liabilities	2022	2023	Assets	2022	2023
Equity share capital	1,000	1,200	Current Assets:		
Capital Reserve	90	185	Debtors	450	390
General Reserve	500	450	Cash	200	15
Sinking Fund	90	100	Stock	320	250
Debentures	450	650	Investments	300	250
Sundry Creditors	200	150	Buildings(less Deprecation)	800	1,400
Others	15	20	Land	198	345
			Furniture	77	105
	2,345	2,755		2,345	2,755

19. The following information was extracted from the books of Mr. Giridhar

Company limited.

Particulars	Rs.
Sales	1,80,000
Less: Variable Cost	1,44,000
Contribution	36,000
Less: Fixes Cost	24,000
Net Profit	12,000

Calculate the following:

A. P/V Ratio

B. Break- Even point

C. Net profit earned at sales of Rs. 2, 70,000

D. Sales required earning a profit of Rs. 24,000

Or

20. Find out from the following:

1. P/V Ratio
2. BEP point
3. Profit from the sales of Rs. 3, 00,000
4. Sales to be affected to earn profit of Rs. 70,000

Position of the company for the year 2020

Sales	Rs. 2, 00,000
Variable cost	Rs. 1, 50,000
Fixed cost	Rs. 15,000

CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

B.COM (Honours), SEMESTER IV

DBMS WITH ORACLE

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. What is data, information, DB and DBMS?
2. Write about types of data models.
3. What is an attribute, tuple, relation?
4. What is super key, primary key and foreign key?
5. What is an entity? Write about types of entities.
6. Write about data types in SQL.
7. Write about DCL commands.
8. What is a nested query? Write the syntax and example for nested query.
9. Write the structure of pl/sql block.
10. What is a function in pl/sql block? Write the syntax and example for the function.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Write about Advantages of Database Systems.

Or

12. Explain about three tier schema architecture for data independence.

13. Write about codd's rules.

Or

14. What is Normalization? Write about 1Nf, 2Nf, 3Nf.

15. What is an inheritance? Write about specialization and generalization.

Or

16. Write about DML operations with syntax and example.

17. Write about different types of join in sql.

Or

18. Write about relational set operations.

19. What is a cursor? Write about types of cursors.

Or

20. Explain how to implement atomicity and durability.



CSSR & SRRM DEGREE & PG COLLEGE

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UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

B.COM (Honours), SEMESTER IV

MARKETING MANAGEMENT

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. Define marketing.
2. Differences between Selling and Marketing.
3. Importance of Targeting, and Positioning
4. Patterns of Targeting
5. Define Guaranty.
6. Consumer goods
7. Types of Distribution Channels.
8. What is pricing?
9. Email Marketing.
10. Objectives of Digital Marketing.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. What is marketing? Explain the Importance of Marketing.

Or

12. Define Marketing Mix. Describe its Elements.

13. Discuss the Process of Segmentation, Targeting, and Positioning (STP).

Or

14. Define Market Segmentation and discuss its importance and basis for segmentation.

15. Explain about is product and discuss the stages of Product Life Cycle.

Or

16. Define Product and Explain its Characteristics.

17. What Is a Pricing Strategy? How to choose the best pricing strategy?

Or

18. What is pricing? Explain Factors influencing pricing decisions.

19. Define Integrated Marketing Communication (IMC). Explain the process of IMC

Or

20. Explain the Difference between direct marketing and sales promotion.



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UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

B.COM (Honours), SEMESTER IV

HUMAN RESOURCE MANAGEMENT

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

Maximum Marks: 70

SECTION - A

I. Answer any FIVE of the following. Each question carries 4 marks.

5×4 = 20 M

1. Define HRM.
2. Objectives of HRM.
3. Define Job analysis.
4. Placement and Induction.
5. Importance of Training
6. Executive Development.
7. Job Evaluation.
8. Performance appraisal.
9. Define industrial relation.
10. Grievance Redressal procedure.

SECTION - B

II. Answer ONE questions from each unit. Each question carries 10 Marks.

5×10 = 50 M

11. Define HRM. Explain Nature and Scope of Human Resource Management.

Or

12. Discuss the Role of a HR manager.

13. Define Job Description. Explain Contents of Job Description.

Or

14. What do you mean by Recruitment? What are the factors affecting Recruitment.

15. Explain the various methods and techniques of training.

Or

16. Explain the Various methods of training.

17. Define Job Evaluation. Explain the various Methods of Job Evaluation.

Or

18. Define Objectives and components of Compensation.

19. Explain the different types of industrial disputes.

Or

20. Define Collective bargaining. Explain the Process of Collective bargaining.



CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

B.Sc. (Honours), SEMESTER IV

DATABASE MANAGEMENT SYSTEMS

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. What are the applications of DBMS?
2. Define physical and logical data independency?
3. Write about different types of Entity Relationship?
4. What is attribute? Explain about different types of attributes?
5. What is super key?
6. Write about projection operation?
7. What are the data types in sql?
8. Explain about functions in sql?
9. Define control statements in PL/SQL?
10. Explain about row level triggers and column level triggers?

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Explain the classification of DBMS in detail?

Or

12. Explain about different types of data models?
13. Explain about generalization and specialization?

Or

14. Discuss about EER model?
15. Explain about CODD's Rules?

Or

16. What is join? Explain about different types of joins?
17. Explain different types of SQL commands with examples?

Or

18. What is view? Explain about different types of views in sql?
19. Explain about structure of PL/SQL program?

Or

20. What is cursor? Explain about different types of cursors in PL/SQL?



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UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

B.Sc. (Honours), SEMESTER IV

OBJECT ORIENTED SOFTWARE ENGINEERING

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. What is object oriented programming?
2. What is software engineering? Explain its importance?
3. Explain about software testing?
4. Explain about OOAD?
5. Define unit testing?
6. Explain about integrating testing?
7. What is software version control?
8. What is code review and inspection?
9. Write short note on CBSE?
10. What is a scrum methodology?

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Explain about Software Development Life Cycle (SDLC) in detail?

Or

12. Explain about waterfall model?
13. Discuss about requirement and Re-engineering?

Or

14. Explain about object oriented design principles?
15. Explain about software construction and design?

Or

16. Explain about different types of software testing?
17. Explain software maintenance?

Or

18. Discuss about refactoring techniques?
19. Explain about service oriented architecture (SOA)?

Or

20. Write a detailed note on Agile development methodologies?



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UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

B.Sc. (Honours), SEMESTER IV

DATA COMMUNICATION AND COMPUTER NETWORKS

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. What is LAN, WAN and PAN?
2. Write about mobile telephone systems.
3. What is error detection and correction?
4. Write a note on Bluetooth?
5. Differences between IPv4 and IPv6.
6. Write about routing algorithms.
7. What is UDP and TCP?
8. Write a short note on Connection Oriented and Connection less services.
9. What is WWW? What is the use of WWW?
10. Write a short note on telnet.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Explain OSI model with the different layers.
or
12. Explain the architecture and working of the Public Switched Telephone Network (PSTN).
13. Write about elementary data link protocols.
or
14. Write about Data link layer switching.
15. What is routing algorithms? Write about different types of routing algorithms.
or
16. Write about IPv6 in detail.
17. Write about internet transport layer protocols.
or
18. Explain the working of simple transport protocol.
19. Explain how electronic mail works.
or
20. Explain SMTP.



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UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

B.Sc. (Honours), SEMESTER IV

OPTIMIZATION TECHNIQUES

(w.e.f. 2024-25 Admitted Batch)

(No additional sheets will be provided)

Time: 3 Hours

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. Define Operations Research. Explain its scope and importance.
2. Define a Linear Programming Problem (LPP).
3. Explain the graphical method of solving LPP.
4. Explain the steps involved in the Simplex method.
5. Write the mathematical formulation of a transportation problem.
6. Explain Vogel's Approximation Method (VAM).
7. State steps of Hungarian algorithm.
8. Define a Assignment Problem.
9. Explain Johnson's rule with steps.
10. Write assumptions of sequencing problem.

SECTION - B

II. Answer **ONE questions** from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Discuss applications of OR in:

- a) Production
- b) Marketing
- c) Finance
- d) Personnel management

Or

12. A company manufactures Tables and Chairs. Profit per table = ₹500, Profit per chair = ₹300. Each table requires 4 hours of carpentry and 2 hours of polishing, each chair requires 3 hours of carpentry and 1 hour of polishing. Available per week 240 hours of carpentry 100 hours of polishing. Formulate the problem as a Linear Programming Problem.

13. Solve an LPP using Graphical Method (maximization)

$$\begin{aligned} \text{Maximize } Z &= 45x_1 + 80x_2 \\ \text{Subject to: } 5x_1 + 20x_2 &\leq 400 \\ 10x_1 + 15x_2 &\leq 450 \\ x_1, x_2 &\geq 0 \end{aligned}$$

Or

14. Solve an LPP using Simplex Method (inequality constraints only)

$$\begin{aligned} \text{Maximize } Z &= 3x_1 + 5x_2 \\ \text{Subject to: } x_1 &\leq 4 \\ 2x_2 &\leq 12 \\ 3x_1 + 2x_2 &\leq 18 \\ x_1, x_2 &\geq 0 \end{aligned}$$

15. Explain North-West Corner Rule.

Or

16. A company has 3 factories (S1, S2, S3) and 3 warehouses (D1, D2, D3). Least Cost Matrix (Rs. Per unit)

	D1	D2	D3	Supply
S1	8	6	10	20
S2	9	12	13	30
S3	14	9	16	25
Demand	10	35	30	75

17. Solve the following assignment problem using Hungarian Method:

	J1	J2	J3	J4
P1	9	2	7	8
P2	6	4	3	7
P3	5	8	1	8
P4	7	6	9	4

Or

18. Differentiate assignment problem and transportation problem.

19. Five jobs are to be processed on two machines M1 and M2 in the order M1 → M2. Determine the optimal sequence and minimum elapsed time.

Job	M1	M2
J1	4	9
J2	8	6
J3	5	7
J4	6	5
J5	7	8

Or

20. Six jobs are to be processed on three machines M1, M2, M3 in the order M1 → M2 → M3. Find the optimal sequence and minimum elapsed time.

	M1	M2	M3
J1	3	8	5
J2	4	7	6
J3	6	9	8
J4	5	6	4
J5	7	10	9
J6	8	11	10



CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

B.Sc. (Honours), SEMESTER IV

VECTOR CALCULUS

(w.e.f. 2024-25 Admitted Batch)

(No additional sheets will be provided)

Time: 3 Hours

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. If $a = x + y + z$, $b = x^2 + y^2 + z^2$, $c = xy + yz + zx$; prove that $[\text{grad } a \text{ grad } b \text{ grad } c] = 0$.
2. Find the directional derivative of $\phi = xy + yz + zx$ at the point $(1, 2, 0)$ in the direction of $\bar{i} + 2\bar{j} + 2\bar{k}$.
3. If $\bar{F}$ is a differentiable vector point function then $\text{div}(\text{curl } \bar{F}) = 0$.
4. Show that $\nabla^2 \left(\frac{\bar{r}}{r^3} \right) = 0$.
5. Evaluate $\int_C \bar{F} \cdot d\bar{r}$ where $\bar{F} = 3x^2\bar{i} + (2xy - y)\bar{j} + z\bar{k}$ along the straight line c from $(0, 0, 0)$ to $(2, 1, 3)$.
6. Evaluate $\int_S \bar{F} \cdot \bar{N} ds$ where $\bar{F} = yz\bar{i} + zx\bar{j} + xy\bar{k}$ and S is the part of the sphere $x^2 + y^2 + z^2 = 1$ which lies in the first octant.
7. If $\bar{F} = 2xz\bar{i} - x\bar{j} + y^2\bar{k}$, evaluate $\int_V \bar{F} \cdot d\bar{V}$ where V is the region bounded by the surfaces $x = 0, x = 2, y = 0, y = 6, z = x^2, z = 4$.
8. Compute $\int_S (ax^2 + by^2 + cz^2) ds$ over the sphere $x^2 + y^2 + z^2 = 1$.
9. Verify Green's theorem in the plane for $\oint (3x^2 - 8y^2)dx + (4y - 6xy)dy$ where C is the region bounded by $y = \sqrt{x}$ and $y = x^2$.
10. Verify Stokes theorem for $\bar{F} = -y^3\bar{i} + x^3\bar{j}$, where S is the circular disc $x^2 + y^2 \leq 1, z = 0$.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. If $\bar{r} = a \cos t \bar{i} + a \sin t \bar{j} + at \tan \theta \bar{k}$ then find

- (a) $\left(\frac{d\bar{r}}{dt} \times \frac{d^2\bar{r}}{dt^2} \right)$ at $t = 0$.
- (b) $\left(\frac{d^2\bar{r}}{dt^2} \times \frac{d\bar{r}}{dt} \right)$ at $t = 0$.
- (c) $\left| \frac{d\bar{r}}{dt} \times \frac{d^2\bar{r}}{dt^2} \right|$ and $\left[\frac{d\bar{r}}{dt} \frac{d^2\bar{r}}{dt^2} \frac{d^3\bar{r}}{dt^3} \right]$

Or

12. Find the angle between the surfaces $x^2 + y^2 + z^2 = 9$ and $x^2 + y^2 - z = 3$ at $(2, -1, 2)$.

13. If $\bar{A}, \bar{B}$ are two differentiable vector point functions then $\text{div}(\bar{A} \times \bar{B}) = \bar{B}(\text{curl } \bar{A}) - \bar{A}(\text{curl } \bar{B})$.

Or

14. If a is a constant vector, prove that $\text{curl} \frac{a \times r}{r^3} = -\frac{a}{r^3} + \frac{3r}{r^5}(a \cdot r)$

15. If $\vec{F} = (x^2 + y^2)\vec{i} - 2xy\vec{j}$, evaluate $\int_C \vec{F} \cdot d\vec{r}$ where the curve C is the rectangle in the xy-plane bounded by $x = 0, x = a, y = 0, y = b$.

Or

16. If $F = 4xz\vec{i} - y^2\vec{j} + yz\vec{k}$, evaluate $\int \vec{F} \cdot \vec{N} ds$ where S is the surface of the cube bounded by $x = 0, x = a, y = 0, y = a, z = 0, z = a$.

17. If $\phi = 45x^2y$, evaluate $\iiint_V \phi dV$ where V is the closed region bounded by the plane $4x + 2y + z = 8, x = 0, y = 0, z = 0$.

Or

18. State and prove Gauss divergence theorem.

19. State and prove Green's theorem.

Or

20. State and prove Stoke's theorem.



CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

BA (Economics), SEMESTER IV

INDIA AND A.P. ECONOMY

(w.e.f. 2024-25 Admitted Batch)

(No additional sheets will be provided)

Time: 3 Hours

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. State the significance of HRM in an organization.
2. Explain the nature of HRM.
3. List the sources of recruitment.
4. What is Human Resource Planning?
5. Define Training and state its importance.
6. What is executive development?
7. Mention the components of compensation.
8. State the importance of performance appraisal.
9. What is grievance Redressal procedure?
10. Define Industrial Relations.

SECTION - B

II. Answer **ONE questions** from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Describe the basic characteristics of Indian Economy.

Or

12. Explain about NITI Ayog and its approach to economic development.

13. What are the causes of poverty in India? Mention important poverty alleviation programmes in India

Or

14. Explain the causes for inequalities and suggest remedial measures

15. What is agricultural strategy and agricultural policy in India?

Or

16. Write about the New Industrial Policy 1991

17. What is GST? Discuss its impact on the Indian Economy.

Or

18. Discuss the role of fiscal policy in Economic development

19. Explain the basic characteristics of Andhra Pradesh Economy after bifurcation

Or

20. What are the major issues of Rural and Urban development in Andhra Pradesh?



CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

BA (Economics), SEMESTER IV

STATISTICAL METHODS FOR ECONOMICS

(w.e.f. 2024-25 Admitted Batch)

Time: 3 Hours

(No additional sheets will be provided)

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. Differentiate between Primary data and Secondary data
2. Explain the concepts of Census and sampling techniques
3. Explain the concept of frequency distribution and its importance in organizing and analysing data
4. Discuss the advantages of using graphical representation in Data analysis.
5. Explain the properties of Mean
6. Calculate the value of median from the following data values:
30, 40, 50, 56, 32, 36, 34, 18, 22.
7. Calculate the co-efficient of correlation from the following data

X	9	8	7	6	5	4	3	2	1
Y	15	16	14	13	11	12	10	8	9

8. Write uses of regression analysis
9. Explain the methods used for measuring trends in a Time Series
10. Explain Paasche's Price Index Number

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Explain the importance of Statistics and limitations of Statistics .

Or

12. What are the differences between a schedule and a questionnaire? Explain their uses in data collection.
13. Define Data and explain the different types of data used in statical analysis, providing relevant examples.

Or

14. Describe a histogram and discuss how it is used to represent frequency distribution for continuous data.
15. How is the range of data set calculated with examples.

Or

16. Calculate standard deviation from the following data

Values	5	10	15	20	25	30	35
Frequency	2	7	11	15	10	4	1

17. How the regression analysis is useful in economics.

Or

18. Calculate rank correlation for the following data

X	2	5	3	9	6	4	1	7	8	10
Y	4	3	2	1	5	6	7	8	10	9

19. Explain the different components of Time Series.

Or

20. Calculate the Fisher's ideal index number and show how it satisfies time reversal and factor reversal test from the following data.

ITEMS	P_0	Q_0	P_1	Q_1
A	2	7	3	5
B	4	3	6	4
C	7	5	8	6
D	9	2	10	7
E	5	7	9	5



CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

BA (Economics), SEMESTER IV

INTERNATIONAL ECONOMICS

(w.e.f. 2024-25 Admitted Batch)

(No additional sheets will be provided)

Time: 3 Hours

Maximum Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. Write about the Free Trade vs Restricted trade
2. Opportunity Cost
3. Write a short note on Stopler-Samuelson Theorem
4. Gunnar Myrdal Trade Theory
5. Different types of Exchange Rates
6. Components and Importance of BOP.
7. Optimum tariff rate
8. Functions of World bank
9. Write a note on multilateralism
10. Forex reserves

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Explain the meaning and importance of international trade.

Or

12. Write note in detail about the offer curves and it's properties.

13. Explain the Ricardo's theory of Comparative Advantage and its limitations.

Or

14. Describe the modern theory of international trade Heckscher-Ohlin theory

15. Explain the factors determining the purchasing power parity.

Or

16. Discuss the Causes and effects of disequilibrium in the balance of payments

17. Explain the term quotas and the differences between tariffs and quotas.

Or

18. Evaluate the role and functions of IMF

19. Elucidate the role of World Trade Organization (WTO) in International Trade.

Or

20. Analyze the key features and objectives of the New Foreign Trade Policy.



CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

BA (Economics), SEMESTER IV

TELUGU MINOR PAPER- TELUGU NATAKAM

(w.e.f. 2024-25 Admitted Batch)

(No additional sheets will be provided)

Time: 3 Hours

Maximum Marks: 70

అ - విభాగం

I. ఈ కింది పది ప్రశ్నలలో ఏదైనా ఐదింటికి సమాధానాలు రాయండి.

5X4=20 మా.

1. తెలుగు నాటక పరిచయం
2. నాటక రకాలను తెలియజేయండి.
3. వీర గాథలను పరిచయం చేయండి
4. వీర గాథలు- భేదాలు
5. సత్య హరిచంద్ర
6. బలిజేపల్లి లక్ష్మీకాంతం పరిచయం
7. వేదం వెంకటరాయ శాస్త్రి పరిచయం
8. ప్రతాప రుద్రుడు పాత్ర చిత్రణ
9. గురజాడ అప్పారావు
10. కన్యాశుల్కం

ఆ - విభాగం

II. ఈ కింది వానిలో అన్ని ప్రశ్నలకు సమాధానాలు రాయండి.

5X10=50 మా.

11. నాటక సాహిత్య వికాసం గురించి రాయండి?
లేదా
12. ప్రసిద్ధ నాటక రచయితలను పరిచయం చేయండి.
13. బాలనాగమ్మ వీర గాథ ఇతివృత్తాన్ని తెలియజేయండి.
లేదా
14. ఉయ్యాలవాడ నరసింహారెడ్డి వీరగాథ వైశిష్ట్యాన్ని వివరించండి.
15. సత్య హరిచంద్ర నాటకంలోని పాత్రలను పరిచయం చేయండి.
లేదా
16. సత్య హరిచంద్ర నాటకం విశిష్టతను వివరించండి.
17. ప్రతాప రుద్రయ్యను సంక్షిప్తంగా పరిచయం చేయండి.
లేదా
18. ప్రతాప రుద్రయ్య నాటకం యొక్క విశిష్టతను తెలియజేయండి.
19. కన్యాశుల్కం నాటకంలోని ప్రధాన పాత్రలను పరిచయం చేయండి.
లేదా
20. కన్యాశుల్కం నాటకం విశిష్టతను వివరించండి.



CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MARCH 2026

BA (Economics), SEMESTER IV

TELUGU MINOR PAPER- BALASAHITYAM

(w.e.f. 2024-25 Admitted Batch)

(No additional sheets will be provided)

Time: 3 Hours

Maximum Marks: 70

అ - విభాగం

I. ఈ కింది పది ప్రశ్నలలో ఏవైనా ఐదింటికి సమాధానాలు రాయండి.

5X4=20 మా.

1. బాలసాహిత్యం - పరిచయం
2. పంచతంత్రం కథలు
3. గురజాడ అప్పారావు ఏనుగు పాట
4. బాలల పాటల వైశిష్ట్యం
5. జంబుక వృత్తాంతం తెల్పండి.
6. కాశీ మజిలీ కథలు గురించి రాయండి.
7. బుడుగు నవల పరిచయం
8. ముళ్ళపూడి వేంకటరమణ
9. జంధ్యాల పాపయ్య శాస్త్రి గారి పరిచయం
10. తెలుగు బాల శతకం

ఆ - విభాగం

II. ఈ కింది వానిలో అన్ని ప్రశ్నలకు సమాధానాలు రాయండి.

5X10=50 మా.

11. ప్రసిద్ధ బాల సాహిత్యం గురించి ఉదాహరణ పూర్వకంగా వివరించండి.
లేదా
12. ప్రసిద్ధ బాల సాహిత్య వేత్తలు చింతా దీక్షితులు, న్యాపతి రాఘవరావు, వెలగా వెంకటప్పయ్య గార్ల గురించి తెలియజేయండి.
13. అన్నమయ్య చందమామ రావే పాట గురించి విశ్లేషించండి.
లేదా
14. పాలగుమ్మి విశ్వనాథం గారి అమ్మ దొంగ పాట గురించి వివరించండి.
15. కాశీ పండితుని గర్వభంగం తెలియజేయండి.
లేదా
16. బాలల కథల వైశిష్ట్యాన్ని వివరించండి.
17. బుడుగు నవల ఇతివృత్తాన్ని గూర్చి తెల్పండి.
లేదా
18. బుడుగు నవల పాత్రల వైవిధ్యాన్ని తెల్పండి.
19. తెలుగు బాల శతకంలోని ఏవైనా మూడు పద్యాలను వివరించండి.
లేదా
20. బాలల శతకాలు - వైశిష్ట్యం గురించి తెలియజేయండి.





CSSR & SRRM DEGREE & PG COLLEGE (AUTONOMOUS)

Re- accredited with NAAC 'A' Grade (Cycle-II)
(Permanently Affiliated to Yogi Vemana University, Kadapa)
UG (CBCS) REGULAR END SEMESTER EXAMINATIONS
BB401 – DIGITAL MARKETING

Time: 3hrs.

Max.Marks:50

PART A: 4 x5 = 20 Marks
Answer any FOUR of the following.
Each question carries 5 marks.

1. Define online advertising.
2. Explain e – mail marketing.
3. What is word press?
4. Explain web – design.
5. Define social media.
6. What is customer reach?

PART B- (3 x 10 = 30 marks)
Answer ONE question from each unit
Each question carries 10 marks
Unit-I

7. Define digital marketing and explain its benefits.
or
8. Briefly explain the trends of digital marketing.

Unit-II

9. Define website and explain the elements of a good website.
or
10. Briefly explain the importance of a landing page.

Unit-III

11. Briefly explain the different social networking models.
or
12. Define advertising performance and explain its analyzing process.

CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MAY/JUNE -2026

BBA Honours, SEMESTER-II

MANAGERIAL ECONOMICS

(w.e.f. 2025-26 Admitted Batch)

Time: 3 hrs.

(No additional sheet will be supplied)

Max. Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. Difference between Microeconomics and Macroeconomics.
2. Role of Managers in Economic Decision-Making.
3. Law of Supply.
4. Demand Forecasting and its Importance.
5. Marginal Rate of Substitution (MRS).
6. Budget Line and Consumer Equilibrium.
7. Economies and Diseconomies of Scale.
8. Break-Even Analysis.
9. Business Cycles and their Impact on Business.
10. Role of Government Policies in Economic Stabilization.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Define Managerial Economics and explain its nature, scope, and importance in business decision-making.

Or

12. Explain the basic principles of Managerial Economics such as Opportunity Cost, Incremental Principle, Discounting Principle, Equi-marginal Principle, and Time Perspective.

13. Explain the Law of Demand and discuss the determinants of demand with suitable examples.

Or

13. Define Elasticity of Demand and explain its types, measurement, and factors affecting elasticity.

15. Explain the Cardinal Utility Approach and discuss the Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility.

Or

16. Explain the Ordinal Utility Approach with the help of Indifference Curve Analysis and Consumer Equilibrium.

17. Explain the Cobb-Douglas Production Function and discuss the Laws of Production.

Or

18. Explain the features and pricing policies under Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly.

19. Explain the concepts of National Income such as GDP, GNP, NDP, and NNP and methods of calculation.

Or

20. Compare the Classical and Keynesian theories of income and employment. How do they differ in explaining unemployment and economic stability?



CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MAY/JUNE -2026

BBA Honours, SEMESTER-II

BUSINESS LAW

(w.e.f. 2025-26 Admitted Batch)

Time: 3 hrs.

(No additional sheet will be supplied)

Max. Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. Define the terms Contract and agreement.
2. What is consideration?
3. What are the remedies for breach of contract.
4. Explain free consent.
5. Define Sale Vs Agreement to Sell
6. State the rights of an unpaid seller.
7. Types of companies.
8. Discuss the significance of the Memorandum of Association.
9. Digital signatures.
10. Explain Cyber stalking

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Explain the essential elements of a valid contract.
Or
12. Discuss the exceptions to the rule "No consideration, No contract".
13. Define Contingent Contract and explain the rules regarding contingent contract
Or
14. What is mean by discharge of contract? Explain various modes of discharge of contract.
15. Distinguish between a Sale and an Agreement to Sell.
Or
16. Describe the rights and obligations of a consumer as per the Consumer Protection Act, 2019.
17. Define company. Explain the characteristics of a company.
Or
18. Explain the contents of Association and Articles of Association.?
19. Discuss different types of cybercrimes and explain legal remedies available in India.
Or
20. Explain the scope and objectives of Information Technology Act, 2000.



CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MAY/JUNE -2026

B.SC (Botany) Honours, SEMESTER-II

Diversity of Archegoniate

(w.e.f. 2025-26 Admitted Batch)

Time: 3 hrs.

(No additional sheet will be supplied)

Max. Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. *Machantia gemmacup*.
2. *Funeria* gametophyte.
3. General character of Bryophytes.
4. *Marsilia* sporocarp.
5. *Rhynia*.
6. Economical importance of Pteridophytes.
7. *Cycas* male cone.
8. *Pentoxylone*.
9. *Cycadeoidea*.
10. *Gnetum* female cone.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Write about the *marchantia* sporophyte LS.
Or
12. Give an account on the evolution of sporophyte in Bryophytes.
13. Describe the internal structure of rhizome in *marsilia*.
Or
14. Describe the internal structure of *lycopodium* stem.
15. Write the about Geological time scale.
Or
16. Give an account on stellar evolution in pteridophytes.
17. Describe the internal sture of *cycus* leflet.
Or
18. Describe the internal structure of *Gnetum* young stem.
19. Give an account on evolutionary trends in Gymnosperms.
Or
20. Give an account on process of fossilization.



CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MAY/JUNE -2026

B.SC (Botany) Honours, SEMESTER-II

Anatomy and Embryology of Angiosperms

(w.e.f. 2025-26 Admitted Batch)

Time: 3 hrs.

(No additional sheet will be supplied)

Max. Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. Types of collenchyma
2. Histogen theory
3. Forensics
4. Red-sanders
5. Scope of palynology
6. Pollen germination
7. Ovule structure
8. Cellular endosperm
9. Important of seed dispersal
10. Structure of the dicot seed

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Write in brief about secretory tissue
Or
12. Write an essay on simple tissue
13. Write an essay on vascular tissue system
Or
14. Describe the Anomalous secondary growth in Dracaena
15. Describe the Transverse structure of Anther and the process of microsporogenesis
Or
16. Describe the development of male gametophyte in angiosperms
17. Explain development of various types of embryo sacs
Or
18. Describe the structure of the mature embryo sac
19. Write an essay on polyembryony
Or
20. Explain the development of the Dicot embryo



CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MAY/JUNE -2026

B. Com Honours, SEMESTER-II

Financial Accounting - I

(w.e.f. 2025-26 Admitted Batch)

Time: 3 hrs.

(No additional sheet will be supplied)

Max. Marks: 70

SECTION – A

I. Answer any FIVE of the following. Each question carries 4 marks.

5×4 = 20 M

1. Define Accounting
2. Objectives of accounting.
3. Enter the following in suitable Subsidiary Books.

2008, January	Rs.
1 Sold goods to Ramu	5,000
2 Purchased goods from Bhaskar	4,000
5 Sold goods for cash to Naresh	3,000
6 Purchased goods for cash from Ramesh	5,000
8 Sold goods to Amar	3,500
9 Purchased goods from Suman	2,000
12 Ramu returned goods worth	500
14 Sold goods to Kiran	5,600
14 Purchase from Ravi stores	7,500
16 Return goods to Ravi stores	1,500
20 Kiran returned goods	1,600.

4. Trail balance.
5. Straight line method advantages.
6. Features of depreciation.
7. Capital Reserve.
8. Difference between Reserve and Provision
9. Types of Assets.
10. Prepare trading account from the following data.

Purchases	42,500	Wages	5,000
Manufacturing Expenses	1,950	Opening Stock	10,000
Carriage inwards	100	Sales returns	50
Sales	67,500	Purchase returns	200
Freight & Duty	5,000	Closing Stock	12,000
Power	300		

SECTION - B

II. Answer ONE questions from each unit. Each question carries 10 Marks.

5×10 = 50 M

11. Write detailed notes on accounting concepts.

(Or)

12. Explain branches of Accounts.

13. Pass journal entries in the following transactions.

March 1	Started business with	1, 40,000
5	Cash deposited into bank	40,000
6	Goods purchased from Sony company	10,000
10	Goods sold to Rama Raj	12,000
12	Furniture purchased	20,000
15	Discount Received	1,000
18	Paid commission	3,000
24	Goods purchased on cash	8,000
24	Paid for investments	24,000
30	Paid Salaries	18,000

Or

14. Record the following transactions three Cash Book

May, 2017

1 st	Cash in hand	40,000
	Cash in bank	80,000
3 rd	Cash purchases	8,000
7 th	Cash Sales	60,000
9 th	Rent paid by way of cheque	7,000
13 th	Cash paid to Raju	5,000
17 th	Paid to Raju by cheque	4,000
20 th	Paid salaries	6,000
22 nd	Cash deposited into bank	5,000
23 rd	Interest received	500
26 th	Cash paid to Ramu	8,000
	He allowed discount	200
27 th	Cash withdraw from bank for office use	5,800
30 th	Cash received from Venkat	12,000
	allowed him discount	1,000
31 st	Mahesh open a bank account	2,200

15. A company bought a machine on 01.01.2016 for Rs.50, 000. On 1.07.2017 bought another machine for Rs. 10,000. On 1.04.2018 machine purchased on 01.01.2016 was sold for Rs. 12,300 and another machine was installed at a cost of Rs. 60,000. The company writes off 10% on straight line method, every year on 31st December. Show the machinery account till 31.12.2019.

Or

16. A firm purchases a 5-year lease for Rs.4, 00,000 on 1st January. It decides to write off depreciation on the annuity method, presuming the rate of interest to be 5% p.a. The annuity tables show that a sum of Rs.92, 390 should be written off every year. Show the lease account for five years.

17. Balance of sundry debtors

31-12-2011 Rs. 2, 00,000	Maintain reserves for bad debts at 4%
31-12-2012 Rs. 4, 00,000	Maintain reserves for bad debts at 5%
31-12-2013 Rs. 1, 00,000	Maintain reserves for bad debts at 3%

The bad debts were:

31-12-2011	Rs. 600
31-12-2012	Rs. 1,200
31-12-2013	Rs. 2,500

The reserves for bad debts as on 1.1.2011 Rs.2, 500.

You are required to prepare bad Debts and Reserve for bad debts accounts for three years.

Or

18. An abstract of Trail balance is given below.

	31-3-2018	31-3-2019	31-3-2020
Debtors	Rs. 1,20,000	Rs. 1,50,000	Rs. 1,00,000
Provision for bad debts 1.4.2017	Rs. 10,000		
Bad Debts	Rs. 8,000	Rs. 10,000	Rs.5,000

It is practice of the firm to maintain at 5% for provision for doubtful debts. Prepare bad Debts and provision for doubtful debts accounts for three years.

19. From the following information **prepare final accounts for the year ended 31.3.2020.**

Particulars	Debit Rs.	Credit Rs.
Capital		71,000
Buildings	30,000	
Debtors	14,500	
Machinery	20,000	
General Expenses	3,000	
Carriage on inwards	2,040	
Drawings	5,245	
Freehold Land	10,000	
Carriage outwards	3,200	
Salaries	15,000	
Cash at bank	2,630	
Returns in words	680	
Returns out words		500
Insurance	600	
Opening Stock(1.04.2019)	5,760	
Sales		98,780
Purchases	40,675	
Wages	10,480	
Cash in hand	540	
Creditors		6,300
Fuel & Power	4,730	
Patents	7,500	
	1, 76,580	1, 76,580

Adjustments:

1. Closing Stock Rs. 6,800.

Or

20. Prepare final accounts of Mr. Ravi on 31.12.2020 from the particulars.

Debit Balances	Rs.	Credit Balances	Rs.
Purchases	1,50,000	Sales	2,37,500
Machinery	45,000	Capital	45,000
Returns	2,000	Returns	2,500
Debtors	32,500	Creditors	35,000
Cash at bank	15,000	Reserve for bad debts	1,000
Opening Stock	25,000		
Rate and Taxes	1,950		
Wages	20,000		
Furniture	4,000		
Salaries	22,500		
Freight	3,050		
	3,21,000		3,21,000

Adjustments:

1. Closing Stock Rs. 30,000.
2. Outstanding salaries Rs. 5,000.
3. Depreciation on Machinery @5%.
4. Create provision for doubtful debts at 2%



CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MAY/JUNE-2026

B. Com Honours, SEMESTER-II

E-COMMERCE AND WEB APPLICATION DEVELOPMENT

(w.e.f. 2025-26 Admitted Batch)

Time: 3 hrs.

(No additional sheet will be supplied)

Max. Marks: 70

SECTION – A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. What is E-commerce? Explain its limitations.
2. Explain about internet and intranet.
3. Explain about WordPress.
4. Explain about Cryptocurrency.
5. Explain detail about HTML5.
6. Explain how to embed CS code in HTML page.
7. Explain about CSS Color values.
8. Write about variables in java script.
9. Discuss about Themes in book strap customization.
10. Explain about keyboard events.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Explain different types of E-commerce models.
Or
12. Explain about Revenue models.
13. Explain about Digital Payment Systems.
Or
14. Write about AI and E-commerce.
15. Define List. Explain different types of lists.
Or
16. Discuss about different types of CSS.
17. Explain about Conditional statements in java script.
Or
18. Explain about Form validation using JavaScript.
19. Explain about Mouse Events.
Or
20. Explain about Grid System and Breakpoints in creating responsive web design.



CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MAY/JUNE-2026

B.SC. Honours, SEMESTER-II

DATA STRUCTURES USING C

(w.e.f. 2025-26 Admitted Batch)

Time: 3 hrs.

(No additional sheet will be supplied)

Max. Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. Define Algorithm and list its characteristics.
2. List the any four differences between Linked List and Array.
3. Explain about Doubly Linked List.
4. Explain about Searching in Single Linked List.
5. Define Stack and mention its applications.
6. What is Queue? Explain Circular Queue.
7. Define Linear or Sequential Search with an example.
8. Explain about Bubble Sort?
9. Explain about Array Representation of Binary Tree.
10. Define Graph and mention its applications.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Discuss Asymptotic Notations (Big-O, Big-Ω, Big-Θ) with examples.

Or

12. Define Linked List. Explain Linked List representation in memory.

13. Explain different types of Linked Lists with diagrams.

Or

14. Explain insertion and deletion operations in a Singly Linked List with algorithms.

15. Define Queues and mentions its applications. Explain about De-queues.

Or

16. Define Stack ADT. Explain about implementation of Stacks using Array and Linked List.

17. Explain Selection and Insertion Sort with examples.

Or

18. Explain Binary Search with examples.

19. Define Binary Search Tree. Explain Binary Search Tree operations: a) Insertion b) Deletion, and c) Searching.

Or

20. Define Graph and explain about Traversal of Graph (DFS, BFS).

CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MAY/JUNE-2026

B.SC Honours, SEMESTER-II

DIGITAL LOGIC DESIGN

(w.e.f. 2025-26 Admitted Batch)

Time: 3 hrs.

(No additional sheet will be supplied)

Max. Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. Define Binary Number System. Convert the binary number 1101_2 into decimal number.
2. Write about signed binary numbers with example.
3. Explain NOT and AND gates.
4. Explain SOP (Sum of Products) minimization with a simple example.
5. Write about half adder.
6. Explain ripple adders.
7. Write about decoder.
8. Explain higher order decoders.
9. Write about latch and differentiate it with flip-flop.
10. Write a short note on ripple counters.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Define Number System and explain its types with examples.

Or

12. Explain addition and subtraction of signed binary numbers. Perform the following operations:
a) $1011 + 0110$ b) $1001 - 0101$

13. Explain universal gates, XOR gate, and XNOR gate with truth tables.

Or

14. Define Karnaugh Map (K-Map). Explain the 2-variable K-map method of simplification with a suitable example.

15. Explain: a) Half Subtractor b) Full Subtractor.

Or

16. Write about ripple adders and subtractors.

17. Explain: a) Encoder b) Priority Encoder

Or

18. Define and explain Multiplexer and Demultiplexer with suitable examples and diagrams.

19. Define Flip-Flop. Explain the different types of Flip-Flops with suitable diagrams and truth tables.

Or

20. Define Register. Explain the different types of registers:
a) Shift register b) Universal shift register



CSSR & SRRM DEGREE & PG COLLEGE
(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MAY/JUNE-2026

BBA., B.COM., & B.SC Honours, SEMESTER-II

ENGLISH BRIDGE -II: COMMUNICATE AND CONNECT

(w.e.f. 2025-26 Admitted Batch)

Time: 3 hrs.

(No additional sheet will be supplied)

Max. Marks: 70

SECTION - A

I. Answer any THREE questions from the following. 3 X 5 = 15 M

1. Describe the polite conductor in 'On Saying Please'.
2. Write about the two impostors mentioned in the poem 'IF'.
3. Describe how King's words brought America closer to its best.
4. What does the law say with regard to discourtesy?
5. How does Vivekananda compare the attachment of a master and a slave?

II. Answer any THREE questions from the following. 3 X 5 = 15 M

1. How did Subbiah make most of his fortune?
2. What were Jim and Della's most prized possession?
3. What was the deadline the Grandmother set for learning, and why?
4. Why Della and Jim are compared to the Magi?
5. Write a character sketch of Sudha in How I Taught My Grandmother to Read?

III. Answer any TWO questions from the following. 2 X 5 = 10 M

1. Discuss the author's portrayal of marriage and relationship in the one-act play, 'Never Never Nest'.
2. What aspects of financial discipline are reflected in the play 'Never Never Nest'?
3. Explain the irony and humor in the end of the play 'Never Never Nest'.

SECTION - B

I. Write any ONE of the following conversations. 1 X 5 = 5 M

1. Write a conversation between two friends on the merits and demerits of Smartphone.
2. Prepare a dialogue between you and the Branch Manager of SBI about opening the new account.

II. Write any ONE of the following report. 1 X 5 = 5 M

1. Prepare a report on the Annual Day celebrations of your college. Include the message of the chief guest, highlights of the cultural activities and students participation.
2. Write a report on the negative effects of social media on today's youth.

III. Read the given passage carefully and prepare information transfer. 1 X 5 = 5 M

There are many different kinds of musical instruments. They are divided into three main classes according to the way that they are played. Some instruments are played by blowing air into them. These are called wind instruments. Some of these are said to be of the woodwind family. Examples of woodwind instruments are the flute, the clarinet and the horn. There are also various other wind instruments such as the mouth-organ and the bagpipes. Some instruments are played by banging or striking them. Instruments like this are called percussion instruments. The last big group of musical instruments have strings. There are two kinds of stringed instruments. Examples are the harp and the guitar, the violin and the cello.

IV. Read the given passage carefully and prepare NOTE MAKING. 1 X 5 = 5 M

There are different forms of environmental pollution. Air pollution is caused by the burning of coal and oil. It can damage the earth's vegetation and cause respiratory problems in humans. A second type of pollution is noise pollution. It is the result of the noise of aircraft and heavy traffic. Further, loud music is also a cause of noise pollution, which has been seen to affect people's hearing and give them severe headaches and high blood pressure. Another source of pollution is radioactivity, which occurs when there is a leak from a nuclear power station. Radioactivity is a deadly pollutant, which kills and causes irreparable harm to those exposed to it. Land and water pollution is caused by the careless disposal of huge quantities of rubbish, sewage and chemical wastes. Pollution of rivers and seas kills fishes and other marine life and also becomes the cause of water-borne diseases. Land pollution, on the other hand, poisons the soil, making the food grown in it unfit for consumption.

V. Write any one of the following MINUTES. 1 X 5 = 5 M

1. Draft a notice for students about the cultural program the college is conducting. You need to mention date, time and venue for the meeting.
2. Write the minutes of NSS volunteers meeting held to discuss the upcoming NSS Special Camp in the nearby village.

VI. Match the following. 1 X 5 = 5 M

Column -A

- a. A place where fishes are kept
- b. The scientific study of skin diseases
- c. A person who compiles a dictionaries
- d. Words written on a tomb
- e. A short poem of mourning

Column -B

1. Lexicographer
2. Epitaph
3. Dermatology
4. Elegy
5. Aquarium



CSSR & SRRM DEGREE & PG COLLEGE

(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MAY/JUNE-2026

BBA, B.COM&B.SC Honours, SEMESTER-II

Introduction to Social Work

(w.e.f. 2025-26 Admitted Batch)

Time: 2 hrs.

(No additional sheet will be supplied)

Max. Marks: 50

I. Answer any Five of the following questions

5 X 1=50 M

1. How did Social Work develop as a professional field during the last century?
2. Explain the various principles of Social Work.
3. What are the major social problems faced in India?
4. Discuss the different types of communities.
5. Explain the various forms of community participation.
6. Describe the nature and scope of Social Case Work.
7. What is meant by field work in Social Work?
8. Explain the facilitation skills and techniques used in Social Work.
9. Analyze the different phases involved in community organization.
10. Explain the importance of supervision in field work.



CSSR & SRRM DEGREE & PG COLLEGE
(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MAY/JUNE-2026

B.SC (Botany) Honours, SEMESTER-II

Applications of Artificial Intelligence
(Skill Enhancement Course)

(w.e.f. 2025-26 Admitted Batch)

Time: 3 hrs.

(No additional sheet will be supplied)

Max. Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. Explain the differences between RAM and VRAM in AI hardware.
2. Discuss the system requirements of execution AI models directly on IoT devices.
3. Differentiate between structured and unstructured data modalities.
4. Explain about file formats.
5. Explain ingestion and processing in data pipeline.
6. Explain about data preprocessing.
7. Explain how AI is used in smart irrigation.
8. Discuss the role of AI in wildlife monitoring species ID from Camera trap data.
9. Explain the significance of AI in AlphaFold.
10. Explain the workflow of AI in drug discovery process.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Explain about Google Auto ML and KNIME AI platforms.

Or

12. Discuss the fundamentals of Edge AI.

13. Discuss the role, importance and influence of bigdata in AI.

Or

14. Explain the challenges of data licensing and privacy.

15. Explain about data collection methods.

Or

16. Explain about data normalization in the context of AI data pipeline.

17. Discuss about crop yield forecasting using climate and soil analytics.

Or

18. Discuss the role of AI in Live Stock Health and disease prediction.

19. Discuss about Using AI in Genome sequencing.

Or

20. Write about Application of AI in Microbial classification & metagenomic profiling.



CSSR & SRRM DEGREE & PG COLLEGE
(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MAY/JUNE-2026
B.Com. (Computer Applications) & BBA Honours, SEMESTER-II

Applications of Artificial Intelligence
(Skill Enhancement Course)

(w.e.f. 2025-26 Admitted Batch)

Time: 3 hrs.

(No additional sheet will be supplied)

Max. Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. Differences between RAM and VRAM.
2. Explain about sensors.
3. Difference between Structured data and Unstructured data.
4. Explain about Kaggle repository.
5. Discuss about Pipeline.
6. Explain about Web scraping.
7. Explain about Role of AI in Commerce.
8. Write about Sentiment Analysis.
9. Discuss about AI in Business Intelligence.
10. Explain about supply chain automation.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Explain about AI platforms.
Or
12. Discuss the fundamentals of Edge AI
13. Explain about different file formats
Or
14. Write about Data role in AI.
15. Explain about Data collection methods.
Or
16. Discuss about Cleaning and preprocessing.
17. Explain about Chatbots and Virtual Assistants.
Or
18. Discuss about Ethical Issues related to use of AI in Commerce and Business.
19. Explain about fraud detection and risk modelling in Financial Applications.
Or
20. Discuss about Explainable AI in E-commerce.



CSSR & SRRM DEGREE & PG COLLEGE
(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MAY/JUNE-2026

B.SC (Computer science) Honours, SEMESTER-II

Applications of Artificial Intelligence
(Skill Enhancement Course)

(w.e.f. 2025-26 Admitted Batch)

Time: 3 hrs.

(No additional sheet will be supplied)

Max. Marks: 70

SECTION - A

I. Answer any **FIVE** of the following. Each question carries **4 marks**.

5×4 = 20 M

1. Explain the specific roles of CPUs, GPUs in AI hardware.
2. Define Edge AI. Explain how it addresses latency and privacy in smart home application.
3. Distinguish between data, information and knowledge.
4. Explain the importance of ethics in data sourcing for AI.
5. Describe the major stages of an AI data pipeline.
6. Explain about data preprocessing.
7. Define Vibe coding. Explain the working of Vibe coding.
8. Explain the workflow automation with example.
9. Discuss the need of AI in Network Management.
10. Discuss the challenges of AI in Digital Forensics.

SECTION - B

II. Answer **ONE** questions from each unit. Each question carries **10 Marks**.

5×10 = 50 M

11. Explain the fundamentals of Edge AI.

Or

12. Differentiate between RAM and VRAM and explain why VRAM is critical for training large AI models.

13. Describe at least four distinct data modalities.

Or

14. Discuss the role and significance of open repositories like Kaggle, Hugging Face in AI development.

15. Explain about data collection methods.

Or

16. Evaluate Manual and Automated data annotation and labelling.

17. Explain how Vibe Coding represents a paradigm shift from code centric to prompt driven development.

Or

18. Discuss the criteria for choosing the right automation toolset comparing platforms like Zapier, Power Automate.

19. Explain the needs and benefits of AI in Cyber Security.

Or

20. Explain the role of AI in Digital Forensic Investigations.



CSSR & SRRM DEGREE & PG COLLEGE
(AUTONOMOUS)

UG (CBCS) REGULAR EXAMINATIONS, MAY/JUNE-2026

BBA/B. Com/BSc Honours, SEMESTER-II

సాధారణ తెలుగు (జనరల్ తెలుగు) సాహితీ కుసుమాలు

(w.e.f. 2025-26 Admitted Batch)

సమయం: 3 గంటలు

(No additional sheet will be supplied)

మార్కులు: 70

I. ఈ క్రింది ప్రశ్నలలో ఏదైనా 5 ప్రశ్నలకు సమాధానాలు రాయాలి.

5 X 4 = 20 మా॥

1. 'గురజాడ అప్పారావు' కవి పరిచయం రాయండి.
2. సిరికిం జెప్పడు శంఖ చక్ర ప్రాణావనోత్సాహియై (పద్యాన్ని పూరించండి)
3. డా॥ కేశవరెడ్డిని పరిచయం చేయండి.
4. గజేంద్రుని రక్షించడానికి విష్ణువు వెంట ఎవరు వెళ్ళారు.
5. ఆర్వీయస్ సుందరం
6. బుర్రకథను పరిచయం చేయండి.
7. ఈ క్రింది వానికి సందర్భ సహిత వ్యాఖ్య రాయండి.
ఎ) రావే! ఈశ్వరా! కావవే వరద! సంరక్షింపు భద్రాత్మకా
బి) ఇదంతా టోపీ వ్యవహారంలా కనబడుతోంది.
8. ఈ క్రింది వానిని ఉదాహరణ పూర్వకంగా రాయండి.
ఎ) ఉత్పలమాల
బి) చంపకమాల

II. ఈ క్రింది వానిలో ఐదు ప్రశ్నలకు వ్యాసరూప సమాధానాలు రాయండి.

5 X 10 = 50 మా॥

9. అల వైంకురపురములో నగరిలో నామూల సేధంబు దా
వల మందార వనాంతరా మృతసరః ప్రాంతేందు కాంతోపలో
త్పల పర్యంక రమావినోది యగు నా పన్న ప్రసన్నండువి
హ్వల నాగేంద్రము 'పాహి పాహి' యన గుయ్యా లించి సరంభిమై

10. జనకుడు తండ్రి సద్గుణ విశాలుడు పంక్తిరథండు మామ, దు
ర్జన భుజగర్వ వైభవ విరాముడు రాముడు భర్త నీకు నీ
వనుపమ ధర్మ మర్మనిధి విజ్ఞత జెందకు నాడు నాజ్ఞజే
కొని బరియింపు మేల వెత గుందెద వర్షనము గోమ్ము మానినీ!

11. వాల్మీకీ మహర్షి, సీతమ్మను ఓదార్చిన తీరును తెలపండి?

(లేదా)

12. గజేంద్రుని ధీనస్థితిని వివరించండి.

13. అతడు అడవిని జయించాడు నవలలో ముసలవాడి వ్యక్తిత్వాన్ని వివరించండి?

(లేదా)

14. అతడు అడవినిజ యించాడు కథా సారాంశాన్ని రాయండి?

15. గురుశిష్యులు పాఠం ఆధారంగా గిరీశం పాత్ర స్వభావాన్ని వివరించండి?

(లేదా)

16. గురుశిష్యుల సారాంశాన్ని తెల్పండి?

17. అతి ప్రాచీన కళారూపం "తోలు బొమ్మలాట" విశ్లేషించండి?

(లేదా)

18. ఏవైనా రెండు అర్థాలం కారాలను రాయండి.

Q.P. Code
2TEL201

