CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
B.Tech VIII Semester Supplementary Examinations June-2023
Course Name: GROUND IMPROVEMENT TECHNIQUES
(Civil Engineering)

Date: 22.06.2023 AN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)

PART-A
Answer all TEN questions
Each question carries TWO marks.   10x2=20M

1.	List any four objectives of ground modification.	2 M
2.	Write the methods commonly used in practice for the improvement of cohesive soils.	2 M
3.	Differentiate between consolidation and compaction.	2 M
4.	List the shallow compaction techniques of soil modification.	2 M
5.	What is electro-osmosis? What are its advantages?	2 M
6.	What is the application of dewatering in ground improvement?	2 M
7.	Write a short note on shortcreating.	2 M
8.	Write a short note on guinting technology.	2 M
9.	Write any four uses of geosynthetics in civil engineering.	2 M
10.	What is geogrid? How it is used in soil stabilization.	2 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A). What are the various soil stabilization techniques? Write their suitability with respect to the soil type.   10M

OR

11. B). Explain various in-situ and laboratory tests to characterize problematic soils.   10M

12. A). What is the difference between shallow compaction and deep compaction? Explain in detail with neat sketches the vibroflotation technique of densification of deeper layers of granular soils and its quality control.   10M

OR

12. B). Explain the densification process of deep soil using exposure or blasting methods.   10M

13. A). What is vertical drain explain the design of vertical drain?   10M

OR

13. B). Discuss the effectiveness of geosynthetics used in filtration and erosion control purposes.   10M

14. A). Explain shortcreating and guinting technology of ground modification.   10M

OR

14. B). Describe the jet grouting technique of improving the soil with the neat sketches.   10M

15. A). Describe various methods of grouting used for ground improvement?   10M

OR

15. B). Differentiate between lime stabilization and cement stabilization techniques.   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
B.Tech VIII Semester Supplementary Examinations June-2023
Course Name: ELECTRICAL ENERGY CONSERVATION & AUDITING
(Electrical & Electronics Engineering)

Date: 22.06.2023 AN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)

PART-A
Answer all TEN questions
Each question carries TWO marks.   10x2=20M

1.	Define commercial energy.	2 M
2.	List out two benefits of energy conservation.	2 M
3.	Define power factor.	2 M
4.	What is effect of temperature and pressure on energy?	2 M
5.	What are the needs of energy audit?	2 M
6.	List the various equipment required for energy audit.	2 M
7.	Define need of capacitor.	2 M
8.	What are the losses in distribution transformer?	2 M
9.	How can control maximum demand?	2 M
10.	List out energy efficient techniques.	2 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A). Discuss about long term energy scenario.   10M

OR

11. B). Explain energy strategy for the future needs.   10M

12. A). Describe the selection and location of capacitors in energy system.   10M

OR

12. B). Illustrate about thermal energy contents of fuel.   10M

13. A). Explain about types of energy audit system.   10M

OR

13. B). Discuss in detail about material and energy balance diagrams.   10M

14. A). Explain performance assessment of power factor capacitors in electrical system.   10M

OR

14. B). Discuss the factors effecting for motor performance in energy system.   10M

15. A). Explain the role of automatic power factor controllers in electrical system.   10M

OR

15. B). Explain in detail energy efficient transformers used electrical system.   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
B.Tech VIII Semester Supplementary Examinations June-2023
Course Name: TOOL DESIGN
(Mechanical Engineering)

Date: 22.06.2023 AN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)
PART-A
Answer all TEN questions
Each question carries TWO marks.   10x2=20M

1. What are coated tools?   2 M
2. List any two characteristics of cutting tool materials.   2 M
3. List the parameters needed for complete design of circular form tool.   2 M
4. List the main parameters in the design of plain milling cutter.   2 M
5. What are the parts of a twist drill?   2 M
6. List any two parameters needed for design of taps.   2 M
7. What do you mean by "die design"?   2 M
8. What is piercing operation?   2 M
9. What is 3-2-1 principle of location?   2 M
10. What is Clamping Principle in the design of jigs and fixtures?   2 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A). What is ISO carbide-classification system? Explain.   10M

OR

11. B). Explain the major constituents of cutting tool materials.   10M

12. A). How do you design a Circular Form Tool? Explain.   10M

OR

12. B). How do you design a Face Milling Cutter? Explain.   10M

13. A). What are the design parameters of twist drill? Explain.   10M

OR

13. B). Write and explain the process of design and manufacturing of twist drills.   10M

14. A). Explain the forging and spinning process.   10M

OR

14. B). How do you design a plastic die for simple components?   10M

15. A). How can one justify the usage of jigs and fixtures from economic point of view?   10M

OR

15. B). Explain with a neat sketch about the Sketch box Jig.   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
B.Tech VIII Semester Supplementary Examinations June-2023
Course Name: WIRELESS COMMUNICATION NETWORKS
(Electronics & Communication Engineering)

Date: 22.06.2023 AN	Time: 3 hours	Max.Marks: 70

(Note: Assume suitable data if necessary)
PART-A
Answer all TEN questions
Each question carries TWO marks.　　　　　　　10x2=20M

1.	What is meant by cell splitting?	2 M
2.	Write the types of hand off.	2 M
3.	Discuss about Brewster angle.	2 M
4.	What is Fresnel zone geometry?	2 M
5.	What is the Doppler Spread?	2 M
6.	Define Coherence time.	2 M
7.	Discuss the significance of MLSE.	2 M
8.	Give the differences between linear and non-linear equalizers.	2 M
9.	What are the advantages of WLAN?	2 M
10.	What is a wireless PANS?	2 M

PART-B
Answer the following. Each question carries TEN Marks.　　　5x10=50M

11.A).	Explain handoff based on signal strength and C/I ratio.	10M
	OR	
11. B).	i) Explain frequency reuse concept.	5M
	ii) Briefly explain about Trunking and Grade of service.	5M
12. A).	i) Explain Free space propagation model in detail.	5M
	ii) Discuss about indoor propagation models in detail.	5M
	OR	
12. B).	Explain in detail about the Okumura Model.	10M
13. A).	Discuss about small scale multipath parameters.	10M
	OR	
13. B).	Explain two-ray Rayleigh fading model.	10M
14. A).	i) Explain about time diversity and frequency diversity methods.	5M
	ii) Discuss about equal gain and selection diversity techniques.	5M
	OR	
14. B).	With a neat block diagram explain about RAKE receiver.	10M
15. A).	i) Write notes on HIPERLAN.	5M
	ii) Describe WPAN. Give its main features.	5M
	OR	
15. B).	Draw and explain the various fields in a IEEE 802.11 MAC frame.	10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
B.Tech VIII Semester Supplementary Examinations June-2023
Course Name: NATURAL LANGUAGE PROCESSING
(Computer Science & Engineering)

Date: 22.06.2023 AN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)
PART-A
Answer all TEN questions
Each question carries TWO marks.   10x2=20M

1.	What is Natural Language Processing?	2 M
2.	Define morphological analysis and give an example.	2 M
3.	Define parsing in NLP.	2 M
4.	What is ambiguity in parsing?	2 M
5.	Define the term homonym.	2 M
6.	What is semantic parsing?	2 M
7.	What do you mean by Propbank?	2 M
8.	Define the concept of Semantic Role Labeling.	2 M
9.	What is the difference between cohesion and coherence?	2 M
10.	What is an N-gram model in NLP?	2 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A). Explain the components of NLP and discuss the applications of NLP.   10M

OR

11. B). Explain about sentence boundary detection and topic boundary detection.   10M

12. A). Discuss about syntax analysis using phrase structure trees with an example.   10M

OR

12. B). Explain the top down and bottom up parsing in NLP.   10M

13. A). Explain about the concept of Word Sense Disambiguation in NLP with a suitable example.   10M

OR

13. B). Explain the different types of Semantic Parsers.   10M

14. A). Explain Semantic Role Labeling with examples.   10M

OR

14. B). Demonstrate the concept of Framenet with appropriate examples.   10M

15. A). Discuss about cross lingual and multilingual models architectures.   10M

OR

15. B). Explain about the language models of NLP.   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
B.Tech VIII Semester Supplementary Examinations June-2023
Course Name: BLOCK CHAIN TECHNOLOGIES
(Computer Science & Engineering)

Date: 22.06.2023 AN	Time: 3 hours	Max.Marks: 70

(Note: Assume suitable data if necessary)

PART-A
Answer all TEN questions
Each question carries TWO marks.　　　　　　　　　　10x2=20M

1.	What is block chain?	2 M
2.	List three differences between digital currency and crypto currency.	2 M
3.	What is metamask?	2 M
4.	Explain the problem of double spending	2 M
5.	Mention some educational challenges of blockchain	2 M
6.	Explain Counterfeiting problem in supply chain.	2 M
7.	How do you ensure security in blockchain?	2 M
8.	How do you send money through Blockchain?	2 M
9.	What are different types of tokens?	2 M
10.	Differentiate between blockchain and hyperledger.	2 M

PART-B
Answer the following. Each question carries TEN Marks.　　　　　5x10=50M

11.A).	Explain bitcoin lifecycle and it's working? State how the value of bitcoin is decided.	10M
	OR	
11. B).	Illustrate the concept of Digital Signature in blockchain with an example.	10M
12. A).	Explain the proof of elapsed time and proof of burn consensus algorithm.	10M
	OR	
12. B).	Explain the functionality of Proof of Work (PoW) with an example.	10M
13. A).	Define cross border payment and explain the steps involved in domestic and international payment processing in cross border payments.	10M
	OR	
13. B).	How can blockchain improve supply chain finance? Explain with an example and discuss its limitations.	10M
14. A).	Discuss the common uses for blockchain within financial services.	10M
	OR	
14. B).	Discuss the technical and organizational capabilities that an organization should examine before venturing into a blockchain implementation.	10M

(P.T.O..)

15. A). Explain the architecture of Hyperledger Fabric and its transaction flow. Discuss the   10M
benefits and limitations of Hyperledger Fabric.

OR

15. B). State the ten rules to never break on the Blockchain and explain with example.   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
B.Tech VIII Semester Supplementary Examinations June-2023
Course Name: INTERNET OF THINGS
(Common for CSE & IT)

Date: 22.06.2023 AN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)

PART-A
Answer all TEN questions
Each question carries TWO marks.   10x2=20M

1.	List any four characteristics of IOT.	2 M
2.	Why IoT devices are called self-configured?	2 M
3.	Explain burst channel error.	2 M
4.	List any 4 sensors and write their usage.	2 M
5.	Describe the impact of software vulnerabilities in IoT.	2 M
6.	What is the need for interoperability in between IoT devices?	2 M
7.	What are the applications of smart watch?	2 M
8.	Write about surveillance applications.	2 M
9.	List the different IoT tools.	2 M
10.	Python is more suitable to design IoT applications, Justify.	2 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A).   Explain the link layer protocols which are relevant in the context of IoT.   10M

OR

11. B).   i) Describe the functional blocks of logical design of IoT.   5M
          ii) Explain REST-based communication APIs.   5M

12. A).   Explain about data aggregation and dissemination.   10M

OR

12. B).   Describe about sensor deployment and node discovery.   10M

13. A).   Describe the design challenges of IoT.   10M

OR

13. B).   Describe the security challenges of IoT.   10M

14. A).   Determine the IoT-levels for designing home automation IoT system including smart lighting and intrusion detection.   10M

OR

14. B).   Explain the following industry applications: 10M
          i)   Machine diagnosis and prognosis
          ii)   Indoor air quality monitoring

(P.T.O..)

15. A). Explain how the IoT concepts are implemented with python.   10M

OR

15. B). Describe how the sensor based applications developed through embedded system   10M
platform.

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H.T No: ☐☐☐☐☐☐☐☐☐☐ **R18**   Course Code: C30166

CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
B.Tech VIII Semester Supplementary Examinations June-2023
Course Name: BUSINESS ETHICS & CORPORATE GOVERNANCE
(Common for CE, ME, ECE, CSE & IT)

Date: 23.06.2023 AN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)
PART-A
Answer all TEN questions
Each question carries TWO marks.   10x2=20M

1.	What do you mean by business ethics?	2 M
2.	List out the benefits of business ethics in an organization.	2 M
3.	Tell about product management.	2 M
4.	Outline on advertisement.	2 M
5.	Summarize about Psychology.	2 M
6.	Identify the need of information warfare.	2 M
7.	Define Corporate governance.	2 M
8.	List out the benefits of a Board committee.	2 M
9.	Recall the benefits of information communication.	2 M
10.	Tell about Risk with an example.	2 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A).	Analyze the need and importance of business ethics with an example.	10M
	OR	
11. B).	Classify the Levels of business ethics with a suitable example.	10M
12. A).	Explain the importance of ethics in marketing with an example.	10M
	OR	
12. B).	Determine the need of ethics in HRM with a suitable example.	10M
13. A).	What are the reasons of social cybercrimes? Give an example.	10M
	OR	
13. B).	How will be the mindsets and skills of hackers? Give an example.	10M
14. A).	Explain the importance of corporate governance with an example.	10M
	OR	
14. B).	Summarize about Corporate governance in India with an example.	10M
15. A).	Elaborate about Irani committee report.	10M
	OR	
15. B).	Discuss about OECD principles of corporate governance.	10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
B.Tech VIII Semester Supplementary Examinations June-2023
Course Name: GREEN BUILDINGS
(Common for EEE, ME, ECE & CSE)

| Date: 23.06.2023 AN | Time: 3 hours | Max.Marks: 70 |

(Note: Assume suitable data if necessary)

PART-A
Answer all TEN questions (Compulsory)
Each question carries TWO marks. 10x2=20M

1.	State benefits of Green building.	2 M
2.	Define ecosystem.	2 M
3.	What is the criteria of LEED?	2 M
4.	Write about renewable energy.	2 M
5.	Differentiate traditional and conventional materials.	2 M
6.	Write about the process of humidity control.	2 M
7.	List any four green building materials.	2 M
8.	Define passive cooling.	2 M
9.	List the advantages of green building.	2 M
10.	Explain about the Sustainable building.	2 M

PART-B
Answer the following. Each question carries TEN Marks. 5x10=50M

11.A).	Explain the Historical perspective of Green Building design.	10M
	OR	
11. B).	Illustrate the design tool Bio-mimicry.	10M
12. A).	Discuss any two green building evaluation systems.	10M
	OR	
12. B).	Explain the various techniques in optimizing the green construction.	10M
13. A).	Outline the choice of selection of materials based on passive design.	10M
	OR	
13. B).	Discuss in detail about envelope material and how it controls the temperature.	10M
14. A).	Compare the passive and active solar gain.	10M
	OR	
14. B).	Describe the concept of Eco House with a case study.	10M
15. A).	Summarize the various parameters for a sustainable house.	10M
	OR	
15. B).	Enumerate the urban scenario for green building design.	10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
B.Tech VIII Semester Supplementary Examinations June-2023
Course Name: BASICS OF CIVIL ENGINEERING
(Common for ME & ECE)

Date: 23.06.2023 AN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)
PART-A
Answer all TEN questions (Compulsory)
Each question carries TWO marks.   10x2=20M

1. Mention the any four elements of the building.   2 M
2. What is the role of the column in the buildings?   2 M
3. What is meant by carpet area?   2 M
4. Define Surveying.   2 M
5. Mention the Uses of levelling.   2 M
6. List out the various types of cements.   2 M
7. What is the objective of plastering?   2 M
8. List out the various types of roofs used in construction.   2 M
9. Differentiate between Elevators and Escalators.   2 M
10. Classify various water tanks.   2 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A). Discuss about the basic requirements of buildings.   10M

OR

11. B). Explain about the various factors need to be consider for planning of the residential building.   10M

12. A). Explain about the various tape corrections measured lengths of tape.   10M

OR

12. B). Discuss about Principles and objectives of the surveying.   10M

13. A). Explain about the various types of direct Levelling.   10M

OR

13. B). Discuss in detail about the various tests on bricks.   10M

14. A). Define various types of foundations and explain anyone.   10M

OR

14. B). What are the Points need to be Observed in Supervising Brick Masonry Constructions?   10M

15. A). Discuss about various materials used for sound proofing.   10M

OR

15. B). Discuss in detail about intelligent buildings and their advantages.   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
B.Tech VIII Semester Supplementary Examinations June-2023
Course Name: PYTHON PROGRAMMING
(Common for CE, EEE, ME, ECE & IT)

Date: 23.06.2023 AN	Time: 3 hours	Max.Marks: 70

(Note: Assume suitable data if necessary)
PART-A
Answer all TEN questions
Each question carries TWO marks.   **10x2=20M**

1. Evaluate the following arithmetic expressions using the rules of Operator Precedence in python   2 M
   i)   4 **2 **3
   ii)   24 // 6 // 3

2. Which of the following results are false?   2 M
   i)   >>>4<1 or 1>6
   ii)   >>>7!=1 and 5==6
   iii)   >>> 3==4 or 7==7
   iv)   >>>6<2 and 8!=8

3. How many numbers will be printed?   2 M
   i=10
   while True:
       print(i)
       i=i-1
       if(i<=7):
         break

4. Find the output of the following code.   2 M
   def display(str):
       print(str+"!")
   display("Hello CMRSET")

5. Identify the output in the following statements   2 M
   S= "Welcome"
   print(S[4:])
   print(S[1:-1])

6. Differentiate between Tuple and Dictionary give an example.   2 M
7. Which special method returns a string representation of an object?   2 M
8. Identify the role of garbage collection.   2 M
9. -------------------- is a method on the main window which is executed when we run our application.   2 M
10. Which widget will be used to draw lines, circles, arcs, ovals and rectangles?   2 M

(P.T.O..)

PART-B
<u>Answer the following. Each question carries TEN Marks.</u>   5x10=50M

11.A).   Give an appropriate Boolean expression for each of the following: 10M
    i)   Check if variable v is greater than or equal to 0 and less than 10.
    ii)   Check if variable a is less than 10 and greater than or equal to 0 or it is equal to 20.
    iii) Check if either the name 'Radha' or 'Raju' appears in a list of names assigned to variable last_names.
    iv) Check if the name 'Radha' appears and the name 'krishna' does not appear in a list of last names assigned to variable last_names.

OR

11. B).   Write a program to read a character until a * is encountered. Also count the number of   10M
uppercase, lowercase and numbers entered by the users.

12. A).   When you can have a variable with the same name as that of a global variable in the   10M
program, how is the name resolved in python? Explain with the help of a program.

OR

12. B).   i) Identify the role of the user defined functions. With the help of an example illustrate   5M
how you can have such functions in your program.

    ii) Write a program to print the Fibonacci series using recursion.   5M

13. A).   Write a program to add 'ing' at the end of a given string (length should be at least 3).if the   10M
given string already ends with 'ing' then add 'ly' instead. If the string length of the given
string is less than 3 leave it unchanged.

OR

13. B).   Write a program to read a file that contains small case characters. Then write these   10M
characters into another file with all lowercase characters converted into uppercase.

14. A).   Make a class Book with members, title, author, publisher and ISBN number. The   10M
functions of the class should read and display the data.

OR

14. B).   Differentiate between the following: 10M
    i).   Simple, Multiple and Multilevel inheritance
    ii). Inheritance and Composition
    iii). Containership and Aggregation

15. A).   i) Write a program to print the screen size using tkinter.   5M
    ii) Write a program to make the window fullscreen.   5M

OR

15. B).   Explain the following widgets and their functions: 10M
    i)   Label
    ii)   Radiobutton
    iii) Message
    iv) Scrollbar
    v)   Menu

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
B.Tech VIII Semester Supplementary Examinations June-2023
Course Name: ENTREPRENEURSHIP
(Common for EEE, ME, ECE & CSE)

Date: 23.06.2023 AN	Time: 3 hours	Max.Marks: 70

(Note: Assume suitable data if necessary)

PART-A
Answer all TEN questions (Compulsory)
Each question carries TWO marks.   **10x2=20M**

1.	Who is an entrepreneur?	2 M
2.	List out the approaches of entrepreneurship.	2 M
3.	What is an Entrepreneurial Ego?	2 M
4.	Differentiate entrepreneur and corporate entrepreneur.	2 M
5.	List out the sources of creative ideas.	2 M
6.	What is the nature of Creativity?	2 M
7.	Define copy rights.	2 M
8.	Recall trade Secrets.	2 M
9.	Define Strategy.	2 M
10.	What is strategic positioning?	2 M

PART-B
Answer the following. Each question carries TEN Marks.   **5x10=50M**

11.A).	Interpret the trends in entrepreneurship in 21st century.	10M

OR

11. B).	Define entrepreneurship, Explain the revolutionary impact of entrepreneurship.	10M
12. A).	What is entrepreneurship strategy? Elaborate any corporate entrepreneurship strategy.	10M

OR

12. B).	What are the causes of entrepreneurial stress? Discuss the coping strategies of Entrepreneurial stress.	10M
13. A).	Define Ventures, Explain the methods to initiate Business Ventures.	10M

OR

13. B).	Define franchising, explain the types of franchisees and discuss the advantages and disadvantages of franchisees?	10M
14. A).	What is new venture start-up? Identify the factors have to consider while starting new ventures?	10M

OR

14. B).	Examine the evaluation process of new venture start-up.	10M
15. A).	Identify the managerial concern towards the growing ventures.	10M

OR

15. B).	Examine in detail about strategic planning.	10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
B.Tech VIII Semester Supplementary Examinations June-2023
Course Name: MARKETING MANAGEMENT
(Common for CE, EEE, ME, ECE, CSE & IT)

Date: 24.06.2023 AN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)
PART-A
Answer all TEN questions (Compulsory)
Each question carries TWO marks.   **10x2=20M**

1.	Define Marketing.	2 M
2.	What is Marketing Mix?	2 M
3.	How does a company identify Target Segment?	2 M
4.	Who are Competitors?	2 M
5.	Describe Sales Promotions.	2 M
6.	Discuss new Product Offering.	2 M
7.	Discuss the role of a Retailer.	2 M
8.	Who are Wholesalers?	2 M
9.	What are the skills required for Sales Manager?	2 M
10.	Define Sales Organization.	2 M

PART-B
Answer the following. Each question carries TEN Marks.   **5x10=50M**

11.A).	Describe various strategies of Marketing.	10M
	OR	
11. B).	How long-term planning helps to achieve targets?	10M
12. A).	Define Consumer Behavior and explain different Consumer Buying Motives.	10M
	OR	
12. B).	Explain with an example why brand positioning is important to attract customer.	10M
13. A).	What is Pricing strategy? Explain in detail about different types of Pricing Strategies.	10M
	OR	
13. B).	Discuss about different types of Advertising Strategies.	10M
14. A).	What are the steps followed by companies for managing their retailers?	10M
	OR	
14. B).	What are roles and functions of Marketing Channels?	10M
15. A).	Explain nature and importance of sales management.	10M
	OR	
15. B).	Explain different types of Sales Organizations.	10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
B.Tech VIII Semester Supplementary Examinations June-2023
Course Name: ENVIRONMENTAL PROTECTION & MANAGEMENT
(Common for all EEE, ME, ECE, CSE & IT)

Date: 24.06.2023 AN | Time: 3 hours | Max.Marks: 70

(Note: Assume suitable data if necessary)

PART-A
Answer all TEN questions (Compulsory)
Each question carries TWO marks. | 10x2=20M

1.	What are the barriers for sustainable development?	2 M
2.	Write about the national policies on environment?	2 M
3.	Write about zero discharge technologies?	2 M
4.	What are environmental quality objectives?	2 M
5.	Write the components of EMS with a neat sketch?	2 M
6.	What are objectives of EMS?	2 M
7.	What is environmental due Diligence Audit?	2 M
8.	What is Management system audits as per ISO 19011?	2 M
9.	Write the applications of EMS?	2 M
10.	List various pollution prevention options in the tanning industry.	2 M

PART-B
Answer the following. Each question carries TEN Marks. | 5x10=50M

11.A). Write about the following terms:
   i) Abatement of pollution and conservation resources — 5M
   ii) Evolution of Environmental Stewardship — 5M

OR

11. B). Write a brief about the:
   i) Environmental performance evaluation — 5M
   ii) Environmental performance indicators for an organization. — 5M

12. A). What is meant by cleaner production? Explain the concept using examples. — 10M

OR

12. B). Write a brief about the:
   i) Rationale of environmental standards — 5M
   ii) What are MINAS? Explain its significance. — 5M

13. A). What is continual improvement in environmental performance? How can it be planned in an organization? — 10M

OR

13. B). Explain the objectives of the Environmental impact assessment. Explain the process with the help of a flow chart. — 10M

(P.T.O..)

14. A). Write a brief about the:

    i) Phases of environmental Audit in Industries   5M

    ii) Role and qualifications of environmental auditors   5M

OR

14. B). Discuss Audit Management and Audit process.   10M

15. A). Discuss the pollution prevention options for the textile industry with a neat sketch.   10M

OR

15. B). What is a waste audit? How do you plan a waste audit in the pulp and paper industry?   10M

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