MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)
(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)
Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad

III B.TECH I SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019

Subject: DISTRIBUTED SYSTEMS

Branch: IT

Time: 3 hours   Max. Marks: 60

Answer ALL questions of the following   5x12Marks= 60Marks

1. Discuss in detail about trends in distributed systems.

(OR)

2. a) Discuss the significant factors that affect the interacting processes in a distribute systems.

   b) Classify the various failure models.

3. a) Explain inter process communication and Write java APIs for send and receive primitives. [8M]

   b) Write about IP multicast communication.   [4M]

(OR)

4. a) Discuss the design issues of RMI.

   b) Write a short note on request reply protocols.

5. a) Illustrate the file service architecture.

   b) What are the main characteristics of peer-to-peer systems?

(OR)

6. Explain file access models.

7. a) Explain with an example how two transactions are interleaved which are serially equivalent at each server but is not serially equivalent globally?

   b) Explain how primary backup model of replication is fault tolerant.

(OR)

8. a) Compare various algorithms used for election in distributed system coordination.

   b) Explain about coordination and agreement in group communication.

9. Discuss the issues and implementation procedure of threads.

(OR)

10. a) Compare load balancing and load sharing approach.

    b) Briefly explain task assignment approach.

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III B.TECH I SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019

Subject: EMBEDDED SYSTEMS

Branch:IT

Time: 3 hours   Max. Marks: 60

Answer ALL questions of the following   5x12Marks= 60Marks

1. Classify the embedded system with respect to Performance and it is functional requirements.

OR

2. Why we need an embedded systems and list out it is major components in detail?

3. List out the various operations Quality Attributes in Embedded systems.

OR

4. Describe the various challenges in embedded system design.

5. Illustrate the Interrupt Structure of 8086 in detail.

OR

6. What are the factors to be considered in selecting a controller?

7. Differentiate Deadlock and Live lock with neat sketch.

OR

8. Identify the various types of RTOS and its features.

9. How simulator is differentiated from Emulators?

OR

10. Explain ARM processor and its need in detail.

Code No.: 70M04

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III B.TECH I SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019

Subject: PROFESSIONAL ETHICS

Branch: COMMON TO EEE, ECE, CSE, IT

Time: 3 hours   **Max. Marks: 60**

Answer ALL questions   **5x12 = 60M**
All Questions carries equal marks

1. What is 'Ethical Vision'? Why we need to practice engineering ethically?

(OR)

2. Write 'Theories of Right Action' and explain how these are useful.

3. What is an Inquiry? Explain different types of Inquiry.

(OR)

4. "Personal and Professional ethics should go hand- in- hand". Substantiate the statement.

5. What kind responsibilities engineers should fulfil to be ethical?

(OR)

6. What is confidentiality? What type information should be kept confidential?

7. Explain 'Risk-Benefit Analysis' with suitable examples.

(OR)

8. What are the lessons we could learn from 'Chernobyl Nuclear Disaster.

9. Write short notes on:

  a) Environmental Ethics. b) Computer Ethics.

(OR)

10. "There is always a scope for engineers in becoming expert witnesses and advisers". Support the statement.

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III B.TECH I SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019

Subject: Cloud Computing

Branch: **IT**

Time: 3 hours   **Max. Marks: 60**

Answer ALL questions   **5x12 = 60M**
All Questions carries equal marks

1. a) Give NIST Definition of Cloud Computing.

  b) Give the Five Characteristics of Cloud Computing.

  c) Give three Service Models of Cloud.

(OR)

2. a) List out companies and their services that offer SAAS.

  b) List out companies and their services that offer PAAS.

  c) List out companies and their services that offer IAAS.

3. a) Explain web services and how is it different from cloud service   4 Marks

  b) What are the characteristics of SAAS.   5 Marks

  c) List out some of the SAAS services   3 Marks

(OR)

4. a) Explain the characteristics of PAAS.   5 Marks

  b) Explain the advantages and disadvantages of PAAS.   5 Marks

  c) List out Companies offering PAAS.   2 Marks

5. Explain different security and Privacy Issues in Cloud Computing.

(OR)

6. Explain about Autonomic Security.

7. a) What is Community Cloud   5 Marks

  b) Compare community cloud with Public cloud and Private Cloud   7 Marks

(OR)

8. Explain how collaboration can be done for doing group projects.

9. Explain different services offered by Microsoft and Amazon.

(OR)

10. Compare the services of Salesforce.com with that of ERP and give the advantages and disadvantages.

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III B.TECH I SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019
Subject: DIGITAL MARKETING
Branch: CSE & IT

Time: 3 hours

Max. Marks: 60

Answer ALL questions

5x12 = 60M

All Questions carries equal marks

1. What is Digital Marketing and does it differ from Traditional Marketing?

(OR)

2. "Creating and effectively implementing a Digital Marketing Strategy in the Digital Marketing era is a herculean task." Elaborate.

3. Define Search Engine Optimization and explain Search Engine Optimization types.

(OR)

4. Explain Search Engine Optimization life cycle and the differences between organic and inorganic Search Engine Optimization.

5. Discuss about Google AdWords Structure and writing good Ads in Google AdWords.

(OR)

6. "Google Analytics is a reporting and analysis tool." Examine.

7. Explain the types of email marketing and email marketing tools.

(OR)

8. Elaborate how to track email marketing success and generate the leads for business using email marketing.

9. Compare and contrast between inbound marketing and content marketing.

(OR)

10. Assume that You Tube channel marketing is the leading marketing strategy and examine its merits and demerits.

Code No.: 70610

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III B.TECH I SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019

Subject: **WEB TECHNOLOGIES**

Branch: **CSE(Readmitted Students) & IT**

Time: 3 hours   Max. Marks: 60

Answer ALL questions of the following   5x12Marks= 60Marks

1. a) Write different types of cascading style sheets with suitable examples .
   b) Write a java script that scrolls a text message in the status bar of the browser window.
OR
2. Explain HTML text formatting tags with example.

3. a) Write various types of xml schema data types used.
   b) Model the processing of XML data using the following XML processors
      i. DOM   ii.SAX
OR
4. Construct a simple bean code. Put it in a file named SimpleBean.java, in the directory of your choice.

5. a) Distinguish Generic Servlet and Http Servlet.
   b) Explain how Cookies are used for Session Tracking.
OR
6. Write a servlet program to illustrate parameter reading and parameter initializing.

7. Explain categories of JSP tags –Directives, Scripting elements and actions.
OR
8. Explain database connection using JDBC.

9. Explain about implicit JSP objects.
OR
10. Explain the dynamic content generation using JSP with an example.