

D 51671

(Pages : 2)

Name.....

Reg. No.....

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2023**

B.Com./B.B.A.

A12—PROFESSIONAL BUSINESS SKILLS

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

*Answers should be written in English only.***Part A***Answer all questions.*

1. Who is a good professional ?
2. What is professionalism in business ?
3. What are soft skills ?
4. Define verbal communication.
5. What are different presentation postures ?
6. Define e mail etiquette.
7. Define e-learning.
8. Write the advantages of online education ?
9. What is meant by digital age learners ?
10. What is meant by MOOCS ?
11. What is business data analysis ?
12. What is e waste ?
13. Define online advertising
14. What is technical documentation ?
15. Define Banner ads.

(15 × 2 = 30 Maximum ceiling 25 Marks)

Turn over

Part B

Answer all questions.

16. E Learning is a service industry. Justify.
17. Explain the methods to be taken care while handling data.
18. Explain the role of data scientist in a society.
19. What is the role of artificial intelligence in E business ?
20. What are cyber crimes, explain its types.
21. Describe cyber addiction.
22. Explain different types of data analysis.
23. Explain business to business model in digital marketing.

(8 × 5 = 40 Maximum ceiling 35 Marks)

Part C

Answer any two questions.

24. Explain E learning in India.
25. Write a short note on the areas where cyber laws are used the most ?
26. Explain the features of new generation computers.
27. Explain different business models in digital marketing.

(2 × 10 = 20 marks)

D 31731

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Name.....

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**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

B.Com./B.B.A.

A 12—PROFESSIONAL BUSINESS SKILLS

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A*Answer all questions.*

1. What is technical documentation ?
2. What is meant by professionalism ?
3. State, any two features of new gen computers.
4. What is e- content development ?
5. What is social networking analysis ?
6. What is big data analysis ?
7. What do you mean by information overload ?
8. What is digital divide ?
9. What is cyber ethics ?
10. What is online advertising ?
11. What is green computing ?
12. What is digital marketing ?
13. Who are digital natives ?
14. What is artificial intelligence ?
15. What is PPC advertising ?

(15 × 2 = 30, Maximum ceiling 25 marks)

Turn over

Part B

Answer all questions.

16. What is e-governance ? State the major e-governance initiatives in India.
17. What are the merits of written communication over verbal communication ?
18. Explain the knowledge resources available on the internet.
19. Write a note on MOOC.
20. Explain cyber addiction. What are its consequences ?
21. Explain the features of green computing.
22. Explain the advantages of online libraries.
23. What is the significance of digital marketing in business ?

(8 × 5 = 40, Maximum ceiling 35 marks)

Part C

Answer any two questions.

24. What is E-Learning ? Discuss the advantages and disadvantages of E-Learning.
25. Explain the significance and merits of online advertising.
26. What are the qualities and traits required of a good professional ?
27. What is business data analysis ? Discuss the significance and merits of business data analysis.

(2 × 10 = 20 marks)

D 11959

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Name.....

Reg. No.....

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

Common Course (B.Com./B.B.A.)

A 12—PROFESSIONAL BUSINESS SKILLS

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What is Green Computing ?
2. What do you mean by transactional written communication ?
3. What is a virtual classroom ?
4. What do you mean by Hybrid education ?
5. What is a Webinar ?
6. Briefly describe any four popular e-commerce websites.
7. What is White Hat hacking ?
8. What is Google Scholar ?
9. What are the disadvantages of new generation computers ?
10. What you mean by cyber-vandalism?
11. Write a short note on IT ACT 2000.
12. What do you mean by soft skills ?
13. What is a virtual assistant ?
14. What is video marketing ?
15. What is Microlearning ?

(10 × 3 = 30 marks)

Turn over

Section B

*Answer at least **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. What is B2C business model ? What are the advantages and challenges of B2C model ?
17. What are the various social and ethical issues concerned with IT in society ?
18. List out the similarities and differences between formal online courses and MOOCs.
19. What are the dimensions of data quality standards ? What are the benefits of quality data?
20. Explain the types of PPC marketing ads. What are its advantages and limitations ?
21. What are various benefits of using videos in e-Learning ?
22. What is written communication ? List out the advantages and limitations of written communication.
23. What are advantages and limitations of e-Books ?

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. What is digital marketing ? What are its advantages and disadvantages ? Also explain the various types of digital marketing.
25. What are cyber crimes ? Explain the major categories of cyber crimes. How such crimes can be prevented or avoided ?
26. What do you mean by business data analytics ? What are its components ? Explain the importance of business data analytics.
27. How online learning is different from classroom learning ? What are the advantages and disadvantages of online learning ?

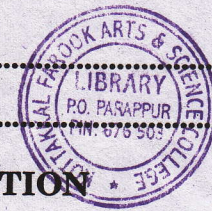
(2 × 10 = 20 marks)

D 92877

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Name.....

Reg. No.....



**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

B.Com./B.B.A.

A12—PROFESSIONAL BUSINESS SKILLS

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. List out the 5 D's of digital marketing.
2. What is an e-Book ?
3. What is PPC advertising ?
4. What do you mean by data mining ?
5. Who is a data scientist ?
6. What do you mean by digital divide ?
7. What do you mean by C2C ?
8. What is e-mail spoofing ?
9. What is digital marketing ?
10. What do you mean by Big Data Analytics ?
11. What is cloud computing ?
12. What are chatbots ?
13. What is an intelligent agent ?
14. Who is a digital native ?
15. What is cyber addiction ?

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. What is verbal communication ? What are the 5 C's of effective communication ?
17. Briefly explain various approaches to e-Learning delivery.
18. What do you mean by a cyber crime ? Explain various types of cyber crimes committed against individuals.
19. What is e-mail etiquette ? Explain the do's and don'ts of email communication.
20. What are the advantages and disadvantages of online learning ?
21. Explain the elements of an e-content.
22. What do you mean by E-wastes ? Explain the role of citizen in E-waste disposal.
23. What is information overload ? Explain various causes of information overload.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. What is an e-mail ? What are the advantages and disadvantages of e-mail communication ? Explain the importance of e-mail in business communication.
25. What are the various goals of social media advertising ? Explain various types of social media platforms available for advertising.
26. Who is a data analyst ? What are the duties and responsibilities of a data analyst ? Explain various types of data analysis.
27. What do you mean by MOOCs ? Explain its features and benefits.

(2 × 10 = 20 marks)