D 111872 (Pages : 2) Name...

Reg. No.....................................

THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2024

(B.Com./B.B.A.)

Common Course

A12—PROFESSIONAL BUSINESS SKILLS

(2019—2023 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Part A

Answer **all** *questions.*

1. What is an *e*-mail ?

2. What are professional skills ?

3. What is an *e*-book ?

4. What are Cybercrimes ?

5. List out any *four* examples of search engines.

6. What are Phablets ?

7. What is Phishing ?

8. What is a Website ?

9. What do you mean by Big Data analysis ?

10. What do you mean by *e*-learning ?

11. What is meant by hacking ?

12. What is social media marketing ?

13. What is PPC ?

14. What are Blogs ?

15. Define Communication.

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

Turn over

Part B

*Answer **all** questions.*

16. What are the advantages of *e*-books ?

17. What are the various types of internet advertising ?

18. Briefly explain the significance or importance of E-mail in business.

19. List out the drawbacks of *e*-learning.

20. Write a note on MOOCs.

21. Briefly explain the Social Networking Analysis.

22. What are the characteristics of professionalism ?

23. What do you mean by cyberethics ? Briefly explain the major issues that led to the concept of cyber ethics.

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

Part C

*Answer any **two** questions.*
Each question carries 10 *marks.*

24. Explain the different forms of business models in digital marketing.

25. What do you mean by *e*-Governance ? Explain its benefits and challenges.

26. Briefly explain the role of artificial intelligence and intelligent agents in e-business. Also, write a note on the ethical and legal considerations in business analytics.

27. List out the advantages of *e*-learning. Also, explain the major technologies used in *e*-Learning.

(2 × 10 = 20 marks)

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 (Pages : 2) Name..

Reg. No.....................................

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 ?

$(8 \times 5 = 40$, 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.

$(2 \times 10 = 20$ marks)

D 11959 (Pages : 2) 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 ?

$(10 \times 3 = 30 \text{ marks})$

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 ?

$(5 \times 6 = 30 \text{ marks})$

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 ?
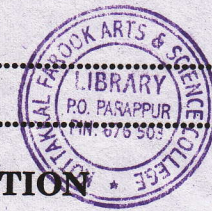
$(2 \times 10 = 20 \text{ marks})$

D 92877 (Pages : 2) 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)