

19U345

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Name:

Reg.No:

THIRD SEMESTER B.Sc. DEGREE EXAMINATION, NOVEMBER 2020

(CBCSS - UG)

CC19U BSH3 A12 - PROFESSIONAL BUSINESS SKILLS

(Hotel Management & Catering Science - Common Course)

(2019 Admission - Regular)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. What is digital communication?
2. What is technical documentation?
3. What is web conferencing?
4. What is artificial intelligence?
5. What is data analysis?
6. Who is business data analyst?
7. What is primary data?
8. What is social network analysis?
9. What is adware?
10. What is information overload?
11. What is e-waste?
12. What is G2B e-governance?
13. What is affiliate marketing?
14. What is advertorials?
15. What is social media advertising?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. Explain how professionalism helps companies to achieve its goals.
17. Explain the advantages of written communication?
18. Discuss disadvantages of e-learning.
19. Discuss the advantages and disadvantages of online library.
20. Explain different types of cyber crimes.
21. Write a note on Information Technology Act.
22. State the differences between traditional marketing and digital marketing.
23. Explain the disadvantages of digital marketing.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. What is e-mail? Explain the formats, rules, Do's and Don't's of email communication.
25. Discuss the types of big data. What technologies are applied in big data analytics?
26. What is digital divide? What are the factors that contribute to digital divide and discuss its effects?
27. What is digital marketing? Discuss the important business models of digital marketing.

(2 × 10 = 20 Marks)
