

19U330

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Name:

Reg.No:

THIRD SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2020

(CBCSS - UG)

CC19U BCM3 A12 / CC19U BBA3 A12 - PROFESSIONAL BUSINESS SKILLS

(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 'organisational skill' in professionalism
2. What is notice?
3. What is web conferencing?
4. What is online library?
5. Whats is meant by Executive Distrust?
6. Whats is unstructured Big Data
7. What is data modelling?
8. Who is an Avoider Digital Native?
9. What is meant by cyberspace?
10. What is computer virus?
11. Define Cyber Law.
12. What is e-waste?
13. What is social media marketing?
14. What is B2B business model?
15. What is advertorials?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. What are the different forms of soft skill needed for professionals?
17. What is E- Learning? Discuss disadvantages of e-learning.
18. Explain different approaches for E- Learning delivery
19. Explain the features of new generation computers.
20. What are the components of data quality?
21. What are the causes of information overload?
22. Explain the limitations of traditional marketing?
23. What are the benefits of online advertisement?

(Ceiling: 35 Marks)

Part C (Essay questions)

Answer any *two* questions. Each question carries 5 marks.

24. What is e-mail etiquette? Explain the formats, rules, Do's and don's while preparing an e-mail
25. What is E- Learning? Explain the various technologies used in e-learning
26. Discuss the issue and concerns relating to information technology.
27. Explain about 4Ps of digital marketing?

(2 × 10 = 20 Marks)
