

21U327

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Name:

Reg.No:

THIRD SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BCM3 A12 / CC19U BBA3 A12 - PROFESSIONAL BUSINESS SKILLS

(Commerce / BBA - Common Course)

(2019 Admission onwards)

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 professional communication?
2. What is professional skill ?
3. What is online education?
4. What is online library?
5. How does speed of operation become a positive feature of new generation computers?
6. Whats is unstructured Big Data
7. What is an intelligent agent?
8. Who is an Avoider Digital Native?
9. What is identity theft?
10. Define Cyber Law.
11. What is information overload?
12. Define e-governance?
13. What is smarter chat?
14. What do you meant by SEO?
15. What are banner ads?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Discuss trait and qualities of a good professional.

17. What is E-Book? Enumerate the features of E-book.
18. Explain different approaches for E-Learning delivery.
19. Describe the phases of data analysis.
20. Discuss the sources of internal data.
21. What are the new opportunities available in IT industry?
22. Describe the advantages of digital marketing?
23. Explain the benefits of B2C model?

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. What is communication? Explain the different types of communication.
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 the need for social media advertising.

(2 × 10 = 20 Marks)
