21U343   (Pages: 2)   Name: ....

                                                            Reg.No: ....

THIRD SEMESTER B.Sc. DEGREE EXAMINATION, NOVEMBER 2022
(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BSH3 A12 / CC20U BSH3 A12 - PROFESSIONAL BUSINESS SKILLS

(Catering Science and Hotel Management - 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. Define Professionalism.

2. What is circular?

3. What is e-content?

4. What is micro learning?

5. What is data?

6. What is micro segmentation?

7. What is secondary data?

8. What is missing data?

9. What are worms?

10. What is computer fraud?

11. What is cyber addiction?

12. Define e-governance.

13. What is digital marketing?

14. What are banner ads?

15. What is search engine analytics?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Describe professional skills need for a professional.

17. Discuss the attributes of a good documentation.

18. Describe the features of online learning.

19. How to use audio in E-learning?

20. Write a note on Information Technology Act.

21. What is e-waste and green computing?

22. Explain the need for digital marketing.

23. Discuss the different types of social media advertising.

(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. Discuss the issue and concerns relating to Information Technology.

27. What is digital marketing? Explain the advantages and disadvantages of digital marketing.

(2 × 10 = 20 Marks)

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