

21U363

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Name:

Reg.No:

THIRD SEMESTER B.Voc. DEGREE EXAMINATION, NOVEMBER 2022

(CBCSS - UG)

CC21U GEC3 A12 - PROFESSIONAL BUSINESS SKILLS

(General Course)

(2021 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 professional communication?
2. What is circular?
3. What is NPTEL?
4. What is asynchronous learning?
5. What do you mean by versatility feature of new generation computers?
6. What is quantitative data?
7. What is meant Mobility of Intelligence Agent?
8. What is digital divide?
9. What is meant by cyberspace?
10. What is cyber crime?
11. Define Cyber Law.
12. What is virus?
13. What do you mean by SEO?
14. What are twitter ads?
15. What is B2G business model?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Explain the qualities and traits of a good professional.
17. Explain the advantages and disadvantages of Online learning.

18. Explain the effective use of videos in E-learning.
19. Explain the responsibilities of a data analyst.
20. What are the technologies employed in big data?
21. Describe cyber addiction. Bring out its symptoms.
22. Discuss the features of digital marketing.
23. What are the benefits of online advertisement?

(Ceiling: 35 Marks)

Part C (Essay questions)

Answer any *two* questions. Each question carries 10 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. What is digital divide? What are the factors that contribute to the digital divide and discuss its effects?
27. Explain the importance of social media marketing.

(2 × 10 = 20 Marks)
