THIRD SEMESTER B.Voc. DEGREE EXAMINATION, NOVEMBER 2023

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC21U GEC3 A12 - PROFESSIONAL BASIC SKILLS

(General Course)

(2021 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 soft skill?

2. What is professional communication?

3. What is posture?

4. Define E- Learning.

5. What is Beacon E- learning?

6. What is linear learning?

7. What do you mean by versatlity feature of new generation computers?

8. What is predictive analysis?

9. Whats is unstructured Big Data

10. What is meant by a Chatbot?

11. What is meant by cyberspace?

12. What is Spam?

13. What is search engine marketing?

14. What is B2B business model?

15. What is online advertising?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Explain the advantages of e-mail communication.

17. Explain the benefits of using video in E-learning.

18. Briefly explain about SWAYAM & NPTEL.

19. Explain the responsibilities of a data analyst.

20. Explain the concept of digital divide. What are the factors that contribute to the digital divide?

21. Explain how e-waste can be managed.

22. State the difference between traditional marketing and digital marketing.

23. Explain the need for digital marketing.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. What is digital divide? What are the factors that contribute to the digital divide and discuss its effects?

25. Explain about different types of Cyber Laws.

26. What is information overload? What are the causes and solutions of information overload?

27. What are the different types of social media?

(2 × 10 = 20 Marks)

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