

23U350

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Name:

Reg.No:

THIRD SEMESTER B.Sc. DEGREE EXAMINATION, NOVEMBER 2024
(CBCSS - UG)
(Regular/Supplementary/Improvement)
CC19U BSH3 A12 / CC20U BSH3 A12 - PROFESSIONAL BUSINESS SKILLS
(Hotel Management and Catering Science - 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 verbal communication?
3. What is notice?
4. What is the use of 'cc line' in email?
5. What are the different types of technical documents?
6. What is adaptive e-learning?
7. What is data analysis?
8. What is primary data?
9. What is pairwise deletion?
10. List out the features of intelligent agent.
11. What is phishing?
12. What is smarter chat?
13. What is B2E business model?
14. What is floating advertisement?
15. What is social media?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Discuss the phases of e-content development.
17. Describe the phases of data analysis.

18. Explain the role of data scientist in business.
19. What are the factors that contribute to the digital divide?
20. Write a note on Information Technology Act.
21. Explain the benefit of green computing.
22. Discuss the features of 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 e-learning? Explain its advantages and disadvantages.
25. What is e-book? Explain its advantages and disadvantages.
26. Define cyber addiction. Explain the problems associated with cyber addiction and discuss how cyber addiction can be controlled.
27. What is e-governance? Explain the various e-governance initiatives of government and how they are bringing change in the traditional government functions.

(2 × 10 = 20 Marks)
