THIRD SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

(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 you mean by professionalism?

2. What is verbal communication?

3. What is adaptive e-learning?

4. What is asynchronous learning?

5. What is prescriptive analysis?

6. Who is business data analyst?

7. What is structured data?

8. What is an intelligent agent?

9. Who is an Avoider Digital Native?

10. What is phishing?

11. What do you meant by SEO?

12. What is email marketing?

13. What is C2C business model?

14. What is CPC advertising?

15. What is pay per click advertising?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. What are the different forms of written communication?

17. Explain the do's and don'ts of email communication.

18. What is E- Learning? Discuss disadvantages of e-learning.

19. Who is a digital learner? Briefly explain the characteristics of digital learners.

20. Discuss the phases of e-content development.

21. Explain the features of new generation computers.

22. How does CONCERT help Indian Railways in e-governance?

23. State the difference between traditional marketing and 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 new opportunities and threats in IT industries.

26. Explain about different types of Cyber Laws.

27. Define cyber addiction. Explain the problems associated with cyber addiction and discuss how cyber addiction can be controlled.

(2 × 10 = 20 Marks)

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