

23U365

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Name:

Reg.No:

THIRD SEMESTER B.Voc. DEGREE EXAMINATION, NOVEMBER 2024

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC21U GEC3 A12 - PROFESSIONAL BUSINESS 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 ethical behaviour in professionalism?
2. What is communication?
3. What is digital communication?
4. What is Beacon E- learning?
5. What is synchronous learning?
6. What do you mean by versatility feature of new generation computers?
7. What is micro segmentation?
8. Who is business data analyst?
9. What is meant by CRM?
10. Who is an Avoider Digital Native?
11. Define Cyber Law.
12. What is internet banner advertising?
13. What is B2E business model?
14. What is online advertising?
15. What is search engine advertising?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. What is technical documentation? Explain the different types of documents.
17. What is E- Learning? Discuss disadvantages of e-learning.

18. Explain the effective use of videos in E-learning.
19. What are the differences between online courses and MOOCs?
20. What are the new opportunities available in IT industry?
21. How can you protect your system from the attack of virus?
22. Explain the impact of e-wastes.
23. Discuss the features of digital marketing?

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. What is social network analysis? How this can be used for business growth?
25. Discuss the issue and concerns relating to information technology.
26. Define cyber addiction. Explain the problems associated with cyber addiction and discuss how cyber addiction can be controlled
27. Explain about 4Ps of digital marketing?

(2 × 10 = 20 Marks)
