

THIRD SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

(CBCSS - UG)

CC19UBCM3A12 / CC19UBBA3A12 - PROFESSIONAL BUSINESS SKILLS

(Commerce / BBA - Common Course)

(2019 to 2023 Admissions - Supplementary/Improvement)

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 hybrid Education ?
2. What is e-content?
3. What is Video E- Learning?
4. How does storage work as an advantage for new generation computers?
5. What is neural network?
6. What is data quality?
7. What is unstructured Big Data
8. What is business intelligence?
9. Who is an Avoider Digital Native?
10. What is meant by BPO?
11. What is spyware?
12. What is tele-marketing?
13. What is virtual reality marketing?
14. What is search engine marketing?
15. What is B2G business model?

(Ceiling: 25 Marks)**Part B (Paragraph questions)**Answer ***all*** questions. Each question carries 5 marks.

16. Discuss trait and qualities of a good professional.
17. Explain how professionalism helps companies to achieve its goals.

18. What is e-mail? Explain the importance of e-mail in business.
19. Explain the benefits of using video in E-learning.
20. Explain different approaches for E-Learning delivery.
21. What are the methods generally used to avoid spam?
22. State the benefits of introducing e-governance.
23. Discuss the weakness of online advertisement.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. What is communication? Explain the different types of communication.
25. Discuss the issue and concerns relating to information technology.
26. Explain about different types of Cyber Laws.
27. Discuss the different types of social media advertising.

($2 \times 10 = 20$ Marks)
