

**24U351S**

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Name: .....

Reg.No: .....

**THIRD SEMESTER B.Sc. DEGREE EXAMINATION, NOVEMBER 2025**

(CBCSS - UG)

**CC19UBSH3A12 / CC20UBSH3A12 - PROFESSIONAL BUSINESS SKILLS**

(Hotel Management and Catering Science - Common Course)

(2019 to 2023 Admission - 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. Define Professionalism.
2. What is technical documentation?
3. What is a digital learning?
4. What is collaborative learning?
5. What is qualitative data?
6. What is cloud computing?
7. What is internal data?
8. What is MNAR?
9. What is an intelligent agent?
10. What is hacking?
11. What is computer fraud?
12. What is e-waste?
13. What is B2B business model?
14. What is e-zine?
15. What is search engine analytics?

**(Ceiling: 25 Marks)**

**Part B** (Paragraph questions)

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

16. What are the different forms of soft skill needed for professionals?
17. What are the limitations of written communication?

18. Explain the different forms of e-content.
19. Explain the role of data scientist in business.
20. Write a note on Information Technology Act.
21. How CONCERT helps Indian Railways in e-governance?
22. Discuss the features of digital marketing.
23. Discuss the different types of social media advertising.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

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

24. What is e-mail? Explain the formats, rules, Do's and Don't's of email communication.
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 digital marketing? Explain the advantages and disadvantages of digital marketing.

**(2 × 10 = 20 Marks)**

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