

20U345

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Name:

Reg.No:

THIRD SEMESTER B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BSH3 A12 - PROFESSIONAL BUSINESS SKILLS

(Hotel Management & 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. What is hard skill?
2. What is minutes?
3. What are the different types of technical documents.
4. What is e-book?
5. What is online library?
6. What is artificial intelligence?
7. What is quantitative data?
8. What is pairwise deletion?
9. What is unstructured data?
10. What are computer virus?
11. What is green computing?
12. What is SAKSHAT?
13. What is augmented and virtual reality marketing?

14. What is advertorials?
15. What is search engine analytics?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Explain the advantages and limitations of e-mail communication.
17. Explain the advantages of e-learning.
18. Discuss the importance and benefits of data quality.
19. Explain the features of Intelligent agents.
20. Explain the effect of digital divide.
21. Write a note on Information Technology Act.
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. Define professionalism. Explain the characteristics of professionalism.
25. Define Data Analysis. Explain the different phases of data analysis.
26. Define cyber addiction. Explain the problems associated with cyber addiction and discuss how cyber addiction can be controlled.
27. What is digital marketing? Discuss the important business models of digital marketing.

(2 × 10 = 20 Marks)
