

20U330

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Name:

Reg.No:

THIRD SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BCM3 A12 / CC19U BBA3 A12 - PROFESSIONAL BUSINESS SKILLS

(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 verbal communication?
2. What is verbosity?
3. What is Beacon E- learning?
4. What is asynchronous learning?
5. How does storage work as an advantage for new generation computers?
6. Whats is unstructured Big Data
7. What is data mining?
8. Who is a Minimalist Digital Native?
9. What is meant by BPO?
10. What is Spam?
11. Define Cyber Law.
12. What is Bhoomi?
13. What is B2C business model?

14. What is floating advertisement?
15. What is pay per click advertising?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Explain the advantages of e-mail communication.
17. What is Online Education? Describe the features of online learning.
18. What are the various means for e-learning?
19. Enumerate business analytics tools.
20. What are the skills required for a data analyst?
21. Explain the problems associated with cyber addiction.
22. Explain the need for digital marketing?
23. Describe the advantages of digital marketing?

(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. What is e-content ? Discuss the phases of E- Content development
26. Discuss the issue and concerns relating to information technology.
27. “Digital marketing is need of the hour” Explain?

(2 × 10 = 20 Marks)
