

22U328

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Name:

Reg.No:

THIRD SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2023

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BCM3 A12 / CC20U BCM3 A12 / CC19U BBA3 A12 - PROFESSIONAL BUSINESS SKILLS

(Commerce: Finance / Taxation / BBA - 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 user manual?
3. What is micro learning?
4. What is linear learning?
5. How does storage work as an advantage for new generation computers?
6. What is optimisation as a component of Business Data Analysis?
7. What is structured data?
8. Who is a Minimalist Digital Native?
9. What is meant by BPO?
10. What is internet hoax?
11. Define Cyber Law.
12. What is green computing?
13. What is traditional marketing?
14. What is augmented marketing?
15. What is C2C business model?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Explain the qualities and traits of a good professional.

17. What are the various means for e-learning?
18. What are the differences between online courses and MOOCs?
19. What are the different types of data?
20. Enumerate the benefits of artificial intelligence in e-business.
21. Explain how cyber addiction can be controlled.
22. Briefly explain the trends in digital marketing?
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. Define E- Learning. What are the advantages and disadvantages of E- Learning?
26. What is digital divide? What are the factors that contribute to the digital divide and discuss its effects?
27. Explain the need for social media advertising.

(2 × 10 = 20 Marks)
