

22U345

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Name:

Reg.No:

THIRD SEMESTER B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BSH3 A12 / CC20U BSH3 A12 - PROFESSIONAL BUSINESS SKILLS

(Hotel Management and 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 do you mean by professional presentation?
2. What is technical documentation?
3. What are the different types of e-content?
4. What is SWAYAM?
5. What is prescriptive analysis?
6. What do you mean by data cleaning?
7. What is primary data?
8. What is business intelligence?
9. What is identity theft?
10. What is computer fraud?
11. What is cyber addiction?
12. What do you mean by FRIENDS?
13. What is search engine marketing?
14. What is spam email?
15. What is social media?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Discuss traits and qualities of a good professional.

17. Explain the factors of effective verbal communication
18. Explain the advantages of e-learning.
19. Enumerate the features of e-book.
20. Explain the effect of digital divide.
21. Write a note on Information Technology Act.
22. State the differences between traditional marketing and digital marketing
23. Explain the disadvantages of digital marketing.

(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 do you mean by missing data? Explain the different techniques of handling missing data.
26. What is e-waste? Explain the roles and responsibilities of various constituents in managing e-waste in India.
27. What is digital marketing? Discuss the important business models of digital marketing.

(2 × 10 = 20 Marks)
