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HmCA,
CS

(Pages : 2)

THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020

B.Com./B.B.A.

A12—PROFESSIONAL BUSINESS SKILLS

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

*Answer at least **ten** questions.*
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 30.

1. What is BCC in e-mail ?

2. What do you mean by user documents ?

3. Define 'Professionalism'.

4. List out any *four* e-Governance websites and its purposes ?

5. What do you mean by Google Ads ?

6. What is Phishing ?

7. What is a Questionnaire ?

8. What is internet hoax ?

9. What do you mean by Cyberethics ?

10. What is content marketing ?

11. What is SWAYAM ?

12. What is predictive analysis ?

List out any four advantages of e-Books ?

Section B

*Answer at least **five** questions.*
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.

16. What is internet advertising ? What are the various types of internet advertising ?

17. Explain various stages or phases of data analysis process.

18. What do you mean by e-Governance ? Explain its benefits and challenges.

19. What are the major uses or applications of AI in business ?

20. How digital marketing is different from traditional marketing ?

21. What are intelligent agents ? Explain its features.

22. Explain the types of digital libraries. What are the disadvantages of digital libraries ?

23. What are the standards to be followed for technical documentation?

(5 × 6 = 30 marks)

Section C

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

24. What is Cyberspace ? What are the various physical threats faced by the I.T. industry ?

25. What are professional skills ? What are the important soft skills required for business success ? What are the benefits of such skills ?

26. What you mean by e-Learning ? Explain various types of e-Learning. What are the benefits and drawbacks of e-Learning ?

27. Explain the importance of business data analytics. What are its components ?

(2 × 10 = 20 marks)