D 31731 (Pages : 2) Name...

Reg. No.....................................

THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2022

B.Com./B.B.A.

A 12—PROFESSIONAL BUSINESS SKILLS

(2019 Admission onwards)

Time : Two Hours and a Half   Maximum : 80 Marks

Part A

Answer **all** *questions.*

1. What is technical documentation ?

2. What is meant by professionalism ?

3. State, any two features of new gen computers.

4. What is e- content development ?

5. What is social networking analysis ?

6. What is big data analysis ?

7. What do you mean by information overload ?

8. What is digital divide ?

9. What is cyber ethics ?

10. What is online advertising ?

11. What is green computing ?

12. What is digital marketing ?

13. Who are digital natives ?

14. What is artificial intelligence ?

15. What is PPC advertising ?

(15 × 2 = 30, Maximum ceiling 25 marks)

Turn over

Part B

Answer all questions.

16. What is e-governance ? State the major e-governance initiatives in India.

17. What are the merits of written communication over verbal communication ?

18. Explain the knowledge resources available on the internet.

19. Write a note on MOOC.

20. Explain cyber addiction. What are its consequences ?

21. Explain the features of green computing.

22. Explain the advantages of online libraries.

23. What is the significance of digital marketing in business ?

$(8 \times 5 = 40$, Maximum ceiling 35 marks)

Part C

Answer any two questions.

24. What is E-Learning ? Discuss the advantages and disadvantages of E-Learning.

25. Explain the significance and merits of online advertising.

26. What are the qualities and traits required of a good professional ?

27. What is business data analysis ? Discuss the significance and merits of business data analysis.

$(2 \times 10 = 20$ marks)