

**D 111907**

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Name.....

Reg. No.....

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2024**

B.Sc. LRP (Alternate Pattern)

A12—PROFESSIONAL BUSINESS SKILLS

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions*

1. List out any *four* computer-related health issues.
2. What is a search engine ?
3. What do you mean by Project FRIENDS ?
4. What is digital marketing ?
5. What is a C2C business model ?
6. What are Cyber laws ?
7. What do you mean by gestural-communication ?
8. Define *e-Learning*.
9. What are digital libraries ?
10. What is meant by multimedia ?
11. What do you understand by Digital Knowledge Resources ?
12. What is a digital signature ?
13. What is meant by intranet and internet ?
14. What do you mean by social networking sites and apps ?
15. Who is a data analyst ?

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

**Turn over**

**Part B**

*Answer all questions.*

16. What are the dos and don'ts of e-mail communication ?
17. Explain briefly the need for digital marketing.
18. What are the various types of cybercrimes ?
19. What are the differences between traditional and virtual classrooms ?
20. List out the physical and psychological effects or problems of cyber addiction.
21. Distinguish between traditional marketing and digital marketing.
22. What is meant by the digital divide ? What are the causes of the digital divide ?
23. Briefly explain the major technologies used in e-Learning.

(8 × 5 = 40, Maximum ceiling 35 Marks)

**Part C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. What are professional skills ? What are the important soft skills required for business success ?  
What are the benefits of such skills ?
25. What do you mean by Green Computing ? What are its advantages and limitations ?
26. What do you mean by MOOCs ? Explain its features, benefits, and limitations.
27. Define Business data analysis. What are the features of New Generation Computers ?

(2 × 10 = 20 marks)