D 11982   (Pages : 2)   Name.....................................

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

THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2021

Common Course [B.Sc. L.R.P. (Alternate Pattern)]

A 12—PROFESSIONAL BUSINESS SKILLS

(2019—2020 Admissions)

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 technical documentation ?

2. What is meant by professionalism ?

3. What is MOOC ?

4. What is data mining ?

5. What is social networking analysis ?

6. What is big data analysis ?

7. Who are digital natives ?

8. What is digital divide ?

9. What is cyber ethics ?

10. What is online advertising ?

11. What is green computing ?

12. What do you mean by e-mail etiquette ?

13. State any *two* features of new gen computers.

Turn over

14. What is artificial intelligence ?

15. What is PPC advertising ?

$(10 \times 3 = 30 \text{ marks})$

Section B

Answer at least **five** *questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

1. Write a note on information overload.

2. Explain the features of technical documentation.

3. Write a note on *e*-content development.

4. Explain the significance of business data analysis

5. Comment on the role of social networking analysis in business.

6. Discuss the consequences of cyber addiction.

7. Explain the features of green computing.

8. Explain the advantages of on-line advertising

$(5 \times 6 = 30 \text{ marks})$

Section C

Answer any **two** *questions.*

Each question carries 10 marks.

1. Define E-learning and discuss the major knowledge resources available for *e*-learning.

2. What is digital marketing? Explain the advantages and disadvantages of digital marketing.

3. Explain *e*-governance and discuss the major e- governance initiatives in India.

4. Discuss the qualities and traits required of a good professional.

$(2 \times 10 = 20 \text{ marks})$