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Name.....

Reg. No.....

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2022**

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

**A 12—PROFESSIONAL BUSINESS SKILLS**

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**

1. What is *e*-learning ?
2. What is meant by cyber ethics ?
3. What is digital marketing ?
4. What do you mean by artificial intelligence ?
5. What is PPC advertising ?
6. What do you mean by *e*-content development ?
7. What is data-mining ?
8. What is green computing ?
9. What is professionalism in business ?
10. What is content marketing ?
11. What is meant by information overload ?
12. What is meant by *e*-mail etiquette ?
13. Who are digital natives ?
14. State any two features of new gen computers.
15. What is technical documentation ?

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

Turn over

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**Part B**

*Answer all questions.*

16. Explain the characteristics of professionalism.
17. Comment on the significance of *e-mail* in business.
18. What are the advantages of *e-learning* ?
19. Explain the advantages of online libraries.
20. Explain big data analysis.
21. What are the physical and psychological effects of cyber addiction ?
22. Write a note on digital divide.
23. Explain the advantages of green computing.

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

**Part C**

*Answer any two questions.*

24. What is professionalism ? Explain the traits and qualities required of a good professional.
25. Explain digital marketing and discuss the advantages and disadvantages of digital marketing.
26. What is *e-governance* ? Explain the major *e-governance* initiatives introduced in India.
27. Explain social networking analysis and discuss the significance of social networking analysis.

(2 × 10 = 20 marks)