D 51696   (Pages : 2)   Name...

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

THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2023

Common Course (B.Sc. LRP [Alternate Pattern])

A12—PROFESSIONAL BUSINESS SKILLS

(2019—2022 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Section A

Answer the following questions.
Each question carries 2 *marks.*

1. What do you mean by Hybrid education ?

2. What are Cyberlaws ?

3. What is verbal Communication ?

4. What is meant by MOOCs ?

5. What is the use of CC and BCC in e-mail ?

6. What is meant by information overload ?

7. What do you mean by e-Governance ?

8. What do you understand by blogging and vlogging ?

9. What is Artificial Intelligence (AI) ?

10. What do you mean by Social Networking Analysis ?

11. What is Digital Marketing ?

12. What is meant by Cyberspace ?

13. What do you mean by documentation ?

14. What are soft skills ?

15. What is meant by screencasting ?

(15 × 2 = 30 Maximum Ceiling 25 Marks)

Turn over

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Section B

Answer the following questions.
Each question carries 5 marks.

16. What is meant by *e*-mail etiquette ? List out the do's and don'ts of email communication.

17. Explain how digital or online marketing is different from traditional marketing.

18. What is internet advertising ? What are the various types or forms of internet advertising ?

19. What are Cybercrimes ? Explain the various types of cybercrimes.

20. Write a note on the Information Technology Act, of 2000.

21. Briefly explain the role of Data Scientists in business and society.

22. What is meant by E-content ? List out the features of E-content.

23. List out the various objectives of making a presentation. What are the different presentation postures ?

(8 × 5 = 40 Maximum Ceiling 35 Marks)

Section C

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

24. Describe cyber addiction. List out the signs and symptoms of cyber addiction. Also, explain the various causes and effects of cyber addiction.

25. Define 'professionalism.' What are its characteristics ? Explain the traits and qualities of good professionals.

26. Explain the different forms of business models in digital marketing.

27. Define *e*-Learning. Explain various types of e-Learning. What are the benefits and drawbacks of *e*-Learning ?

(2 × 10 = 20 marks)