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Name..

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

THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2020

B.Com./B.B.A.

A12—PROFESSIONAL BUSINESS SKILLS

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. List out the 5 D's of digital marketing.

2. What is an e-Book ?

3. What is PPC advertising ?

4. What do you mean by data mining ?

5. Who is a data scientist ?

6. What do you mean by digital divide ?

7. What do you mean by C2C ?

8. What is e-mail spoofing ?

9. What is digital marketing ?

10. What do you mean by Big Data Analytics ?

11. What is cloud computing ?

12. What are chatbots ?

13. What is an intelligent agent ?

14. Who is a digital native ?

15. What is cyber addiction ?

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least **five** *questions.*
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.

16. What is verbal communication ? What are the 5 C's of effective communication ?

17. Briefly explain various approaches to e-Learning delivery.

18. What do you mean by a cyber crime ? Explain various types of cyber crimes committed against individuals.

19. What is e-mail etiquette ? Explain the do's and don'ts of email communication.

20. What are the advantages and disadvantages of online learning ?

21. Explain the elements of an e-content.

22. What do you mean by E-wastes ? Explain the role of citizen in E-waste disposal.

23. What is information overload ? Explain various causes of information overload.

(5 × 6 = 30 marks)

Section C

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

24. What is an e-mail ? What are the advantages and disadvantages of e-mail communication ? Explain the importance of e-mail in business communication.

25. What are the various goals of social media advertising ? Explain various types of social media platforms available for advertising.

26. Who is a data analyst ? What are the duties and responsibilities of a data analyst ? Explain various types of data analysis.

27. What do you mean by MOOCs ? Explain its features and benefits.

(2 × 10 = 20 marks)