

**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)