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Name.....

Reg. No.....

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2023**

B.Com./B.B.A.

A12—PROFESSIONAL BUSINESS SKILLS

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

*Answers should be written in English only.***Part A***Answer all questions.*

1. Who is a good professional ?
2. What is professionalism in business ?
3. What are soft skills ?
4. Define verbal communication.
5. What are different presentation postures ?
6. Define e mail etiquette.
7. Define e-learning.
8. Write the advantages of online education ?
9. What is meant by digital age learners ?
10. What is meant by MOOCS ?
11. What is business data analysis ?
12. What is e waste ?
13. Define online advertising
14. What is technical documentation ?
15. Define Banner ads.

(15 × 2 = 30 Maximum ceiling 25 Marks)

**Turn over**

**Part B**

*Answer all questions.*

16. E Learning is a service industry. Justify.
17. Explain the methods to be taken care while handling data.
18. Explain the role of data scientist in a society.
19. What is the role of artificial intelligence in E business ?
20. What are cyber crimes, explain its types.
21. Describe cyber addiction.
22. Explain different types of data analysis.
23. Explain business to business model in digital marketing.

(8 × 5 = 40 Maximum ceiling 35 Marks)

**Part C**

*Answer any two questions.*

24. Explain E learning in India.
25. Write a short note on the areas where cyber laws are used the most ?
26. Explain the features of new generation computers.
27. Explain different business models in digital marketing.

(2 × 10 = 20 marks)