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Name.....

Reg. No.....

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

Common Course (B.Com./B.B.A.)

A 12—PROFESSIONAL BUSINESS SKILLS

(2019—2020 Admissions)

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. What is Green Computing ?
2. What do you mean by transactional written communication ?
3. What is a virtual classroom ?
4. What do you mean by Hybrid education ?
5. What is a Webinar ?
6. Briefly describe any four popular e-commerce websites.
7. What is White Hat hacking ?
8. What is Google Scholar ?
9. What are the disadvantages of new generation computers ?
10. What you mean by cyber-vandalism?
11. Write a short note on IT ACT 2000.
12. What do you mean by soft skills ?
13. What is a virtual assistant ?
14. What is video marketing ?
15. What is Microlearning ?

(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 B2C business model ? What are the advantages and challenges of B2C model ?
17. What are the various social and ethical issues concerned with IT in society ?
18. List out the similarities and differences between formal online courses and MOOCs.
19. What are the dimensions of data quality standards ? What are the benefits of quality data?
20. Explain the types of PPC marketing ads. What are its advantages and limitations ?
21. What are various benefits of using videos in e-Learning ?
22. What is written communication ? List out the advantages and limitations of written communication.
23. What are advantages and limitations of e-Books ?

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. What is digital marketing ? What are its advantages and disadvantages ? Also explain the various types of digital marketing.
25. What are cyber crimes ? Explain the major categories of cyber crimes. How such crimes can be prevented or avoided ?
26. What do you mean by business data analytics ? What are its components ? Explain the importance of business data analytics.
27. How online learning is different from classroom learning ? What are the advantages and disadvantages of online learning ?

(2 × 10 = 20 marks)