

D 11959

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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. (6) Briefly describe any four popular e-commerce websites.
7. What is White Hat hacking ?
8. (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. (13) ✓ What is a virtual assistant ?
14. ✓ What is video marketing ?
15. ✓ What is Microlearning ?

(10 × 3 = 30 marks)

**Turn over**

*mm*

**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)