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Name.....

Reg. No.....

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2022**

B.Com./B.B.A.

A 12—PROFESSIONAL BUSINESS SKILLS

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions.*

1. What is technical documentation ?
2. What is meant by professionalism ?
3. State, any two features of new gen computers.
4. What is e- content development ?
5. What is social networking analysis ?
6. What is big data analysis ?
7. What do you mean by information overload ?
8. What is digital divide ?
9. What is cyber ethics ?
10. What is online advertising ?
11. What is green computing ?
12. What is digital marketing ?
13. Who are digital natives ?
14. What is artificial intelligence ?
15. What is PPC advertising ?

(15 × 2 = 30, Maximum ceiling 25 marks)

**Turn over**

**Part B**

*Answer all questions.*

16. What is e-governance ? State the major e-governance initiatives in India.
17. What are the merits of written communication over verbal communication ?
18. Explain the knowledge resources available on the internet.
19. Write a note on MOOC.
20. Explain cyber addiction. What are its consequences ?
21. Explain the features of green computing.
22. Explain the advantages of online libraries.
23. What is the significance of digital marketing in business ?

(8 × 5 = 40, Maximum ceiling 35 marks)

**Part C**

*Answer any two questions.*

24. What is E-Learning ? Discuss the advantages and disadvantages of E-Learning.
25. Explain the significance and merits of online advertising.
26. What are the qualities and traits required of a good professional ?
27. What is business data analysis ? Discuss the significance and merits of business data analysis.

(2 × 10 = 20 marks)