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(Pages : 2)

Name.....

Reg. No.....

**THIRD SEMESTER (CBCSS—U.G.) DEGREE EXAMINATION
NOVEMBER 2025**

Common Course

A12—PROFESSIONAL BUSINESS SKILLS

(2020—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A*Answer all the questions.*

1. What is professionalism ?
2. What is postures ?
3. What do you understand by CMC ?
4. What is an *e*-Learning ?
5. What is MOOC ?
6. What is Screen casting ?
7. What do you mean by Database ?
8. What is Business data analysis ?
9. Define Artificial Intelligence ?
10. What is B2B ?
11. What is digital natives ?
12. What is cyber ethics ?
13. What is green computing ?

Turn over

14. What is E-mail marketing ?
15. What is PPC advertising ?

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

Part B

Answer all the questions.

16. What are the characteristics of professionalism ?
17. Explain the significance of E-mail in business.
18. Discuss the major technologies used in e-learning.
19. Explain the features of new generation computers.
20. Explain the merits and demerits of online learning.
21. Discuss the new opportunities and threats of cyber space.
22. Explain the need for digital marketing.
23. Explain the various types of online advertising.

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

Part C

Answer any two questions.

24. Explain the traits and qualities of good professionals.
25. Explain the benefits and drawbacks of e-learning.
26. Explain the role of data scientist in business and society.
27. What do you mean by cyber crime ? Explain its types.

(2 × 10 = 20 marks)