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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)

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**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2024**

(B.Com./B.B.A.)

Common Course

A12—PROFESSIONAL BUSINESS SKILLS

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

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

1. What is an *e-mail* ?
2. What are professional skills ?
3. What is an *e-book* ?
4. What are Cybercrimes ?
5. List out any *four* examples of search engines.
6. What are Phablets ?
7. What is Phishing ?
8. What is a Website ?
9. What do you mean by Big Data analysis ?
10. What do you mean by *e-learning* ?
11. What is meant by hacking ?
12. What is social media marketing ?
13. What is PPC ?
14. What are Blogs ?
15. Define Communication.

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

**Turn over**

**Part B**

*Answer all questions.*

16. What are the advantages of *e*-books ?
17. What are the various types of internet advertising ?
18. Briefly explain the significance or importance of E-mail in business.
19. List out the drawbacks of *e*-learning.
20. Write a note on MOOCs.
21. Briefly explain the Social Networking Analysis.
22. What are the characteristics of professionalism ?
23. What do you mean by cyberethics ? Briefly explain the major issues that led to the concept of cyber ethics.

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

**Part C**

*Answer any two questions.  
Each question carries 10 marks.*

24. Explain the different forms of business models in digital marketing.
25. What do you mean by *e*-Governance ? Explain its benefits and challenges.
26. Briefly explain the role of artificial intelligence and intelligent agents in *e*-business. Also, write a note on the ethical and legal considerations in business analytics.
27. List out the advantages of *e*-learning. Also, explain the major technologies used in *e*-Learning.

(2 × 10 = 20 marks)

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**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)

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**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)

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Name.....

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**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 ?

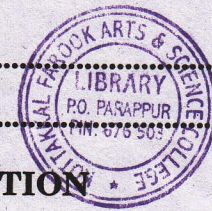
(2 × 10 = 20 marks)

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Name.....

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**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020**

B.Com./B.B.A.

**A12—PROFESSIONAL BUSINESS SKILLS**

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. List out the 5 D's of digital marketing.
2. What is an e-Book ?
3. What is PPC advertising ?
4. What do you mean by data mining ?
5. Who is a data scientist ?
6. What do you mean by digital divide ?
7. What do you mean by C2C ?
8. What is e-mail spoofing ?
9. What is digital marketing ?
10. What do you mean by Big Data Analytics ?
11. What is cloud computing ?
12. What are chatbots ?
13. What is an intelligent agent ?
14. Who is a digital native ?
15. What is cyber addiction ?

(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 verbal communication ? What are the 5 C's of effective communication ?
17. Briefly explain various approaches to e-Learning delivery.
18. What do you mean by a cyber crime ? Explain various types of cyber crimes committed against individuals.
19. What is e-mail etiquette ? Explain the do's and don'ts of email communication.
20. What are the advantages and disadvantages of online learning ?
21. Explain the elements of an e-content.
22. What do you mean by E-wastes ? Explain the role of citizen in E-waste disposal.
23. What is information overload ? Explain various causes of information overload.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. What is an e-mail ? What are the advantages and disadvantages of e-mail communication ? Explain the importance of e-mail in business communication.
25. What are the various goals of social media advertising ? Explain various types of social media platforms available for advertising.
26. Who is a data analyst ? What are the duties and responsibilities of a data analyst ? Explain various types of data analysis.
27. What do you mean by MOOCs ? Explain its features and benefits.

(2 × 10 = 20 marks)