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Name.....

Reg. No.....

**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)