

THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2022
(Regular/Improvement/Supplementary)

B.Com / BBA

GBCM3A02T: PROFESSIONAL BUSINESS SKILLS

Time: 2 ½ Hours

Maximum Marks: 80

SECTION A: Answer the following questions. Each carries *two* marks.
(Ceiling 25 Marks)

1. How does a professional integrate professional and personal life?
2. What are the contents seen in a good presentation?
3. What are the positions that are indicators of effective persuasive body language?
4. List out any two examples for digital library.
5. What do you mean by digital marketing interactions?
6. Comment on PPC marketing.
7. What is an e-content authoring tool?
8. List out the names of any two thesis reservoirs.
9. What is E-content?
10. Define data mining.
11. What do you mean by missing data?
12. What is meant by informatics?
13. Write a note of e-waste management.
14. What is a cyber law?
15. What do you mean by content marketing?

SECTION B: Answer the following questions. Each carries *five* marks.
(Ceiling 35 Marks)

16. What are the qualities and skills employers look for when they employ persons?
17. Explain about the merits and demerits of e- learning.
18. Discuss the phases of e-content development.
19. Explain the components of business analytics.
20. What are the duties and responsibilities of a data analyst?
21. How can you prevent cybercrimes?
22. Explain the factors contributed for the growth of digital marketing.
23. Differentiate between traditional marketing and digital marketing.

(PTO)

SECTION C: Answer any two questions. Each carries ten marks.

24. What are the various types of documentation? Discuss technical documentation.
25. Define big data. Explain the steps in big data analysis and list out some of the advantages and disadvantages of big data.
26. Write the types of interactions in e-governance.
27. What do you mean by internet advertising? Explain the different models of internet advertising.

(2 x 10 = 20 Marks)