

**THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023**

**(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. What is information overload?
2. Define professionalism.
3. What do you mean by augmented reality?
4. Comment on the term e-zine.
5. What do you mean by cyber addiction?
6. Mention any two advantages of the MOOC online learning system.
7. Give an account on written communication.
8. What do you mean by a floating advertisement?
9. What is technical documentation?
10. Write short note on the term e-mail etiquette.
11. What is asynchronous learning?
12. Give any four limitations of virtual libraries.
13. What is the C2C e-commerce transaction?
14. What is verbosity?
15. Who is a black hat hacker?

**SECTION B: Answer the following questions. Each carries *five* marks.**

**(Ceiling 35 Marks)**

16. Discuss the various techniques for handling missing data.
17. Explain the importance of social network analysis.
18. Distinguishing between data and information.
19. Explain the concept of "digital divide".
20. Discuss the traits and qualities of a good professional.
21. Explain the important dos and don'ts in email communication.
22. State the difference between traditional marketing and digital marketing.
23. Discuss different types of social media advertising.

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

24. What is e-governance? Explains various e-governance initiatives of the government of India.
25. What do you mean by internet advertising? Explain different types of internet advertising.
26. Critically analyse the E-learning education systems in India.
27. What is business data analysis? Explain recent trends in business data analysis.

**(2 x 10 = 20 Marks)**