

THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(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 social media?
2. Comment on cost per impression.
3. Define Email bombing.
4. Who is a digital age learner?
5. What is Netiquette?
6. Differentiate between data and information.
7. List out the essential soft skills required for business success.
8. What is cost per action?
9. What do you mean by computer worms?
10. List out the components of email ID.
11. Enlist the steps in social network analysis.
12. List out the stages of e governance.
13. Define professionalism.
14. What do you mean by PDF?
15. What is meant by hard skills?

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

(Ceiling 35 marks)

16. Explain the importance of business analytics in present society.
17. Describe the characteristics of online libraries.
18. What is a technical document? Discuss its types in business.
19. Write a note on internal and external data.
20. What are the guidelines we should follow while using computers and internet?
21. Discuss the functions of a search engine.
22. What are the techniques that help to improve communication skills?
23. How can you measure the effectiveness of online advertising?

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

24. Explain the concepts of e-Learning in detail.
25. What is the role of artificial intelligence and intelligent agents in e-business?
26. Discuss the social and ethical issues of information technology.
27. What are the recent trends in digital marketing?

(2 x 10 = 20 Marks)