

D 52920

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Name.....

Reg. No.....

**THIRD SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2023**

Common Course

A12—PROFESSIONAL BUSINESS SKILLS

Time : Two Hours and a Half

Maximum : 80 Marks

Part A*Answer all questions.*

1. What are the characteristics of a good professional ?
2. Explain professional skills.
3. Explain the importance of soft skills in business success.
4. Define verbal communication.
5. Write importance of email in business ?
6. What is SWAYAM ?
7. Write the advantages of E-learning ?
8. What are the disadvantages of online education ?
9. How will you classify knowledge resources on the internet ?
10. Explain the uses of online libraries.
11. Differentiate between data analysis and business data analysis.
12. What is content marketing ?
13. Define Big Data analysis.
14. What is artificial intelligence ?
15. What is green computing ?

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

Turn over

Part B

Answer all questions.

16. What are the techniques and Technologies used in E learning ?
17. Explain the advantages of organizing the provided data.
18. What are the roles of intelligent agents in e business ?
19. Explain the threat related to cyberspace.
20. Bring out the symptoms of cyber addiction.
21. Explain digital marketing environment.
22. What are the different types of online advertising ?
23. Describe business to customer model in digital marketing.

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

Part C

Answer any two questions.

24. Explain technical documentation and its various types.
25. Write a short note on E-content development and tools used ?
26. Explain cyber addiction and steps to overcome cyber addiction.
27. Write a short note on e-commerce websites around the world ?

(2 × 10 = 20 marks)