QP Code: UV25C006

Reg.No : .....

Name : .....

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

III SEMESTER (CBCSS-VUG) DEGREE EXAMINATIONS, OCTOBER 2025

B.Voc Software Development

A12 : PROFESSIONAL BUSINESS SKILLS

2024 Admission Onwards

Time: 2.5 Hours **Maximum Marks: 80**

Section A

*Short answer type questions of **2** Marks each*

(Ceiling 25)

1. How can professionalism affect business relationships?
2. Discuss the techniques of handling missing data.
3. What are micro moments?
4. Mention two types of digital marketing.
5. How can e-content tools improve teaching effectiveness?
6. Write the benefits of artificial intelligence in e-business.
7. Evaluate whether using big data analysis provides better insights than traditional data analysis methods for a business.
8. What are the factors that contribute to digital divide?
9. What is the main purpose of cyber laws?
10. State the difference between traditional marketing and digital marketing.
11. Identify one drawback of e-learning and suggest a solution.
12. How do digital age learners differ from traditional learners?
13. List any two qualities of a good professional.
14. Differentiate between verbal and written professional communication.
15. Discuss the different types of social media advertising.

Section B

*Paragraph type questions of **5** Marks each* ***(Ceiling 35)***

16. How can professionalism improve the success of a business?
17. What is e-learning? Explain the various technologies used in e-learning.

Turn Over

18. How does information overload affect individuals?
19. What are the different forms of soft skill needed for a professional?
20. How can be a social media data useful for business analysis?
21. What are cyber ethics? Explain briefly.
22. Analyse the role of e-governance in India.
23. What are the benefits of online advertisement?

Section C

*Essay-type questions of **10** Marks each: Answer **any two** questions.*

24. What is social network analysis? How it can be used for business growth?
25. Analyse the different types of online advertising with suitable examples.
26. Discuss various MOOC platforms initiated in India.
27. What is business data analysis? Discuss the types of business data analysis.

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