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Name.....

Reg. No.....

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2025

Hotel Management, Tourism and Hospitality Management

A-12—PROFESSIONAL BUSINESS SKILLS

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer any number of questions each not exceeding 50 words.**Each question carries 2 marks.**Ceiling of marks for Section A is 25.*

1. List some of the examples for professionalism.
2. Mention any *two* of the good qualities of a professional.
3. What are the professional skills needed for a business ?
4. State the reason for using *e-learning*.
5. Draw the drawbacks of *e-learning*.
6. What is an *e-book* ?
7. Define data analysis.
8. What do you mean by data quality ?
9. Give some examples of primary data.
10. What is cyber space ?
11. Define cybercrimes.
12. Give two examples for cybercrime.
13. What are all the types of digital marketing ?
14. Define Consumer to Consumer.
15. Define on-line advertising.

Turn over

Section B

Answer any number of questions each not exceeding 100 words.

Each question carries 5 marks.

Ceiling of marks for Section B is 35.

16. Determine important soft skills required for a business success.
17. Explain written communication.
18. Describe about the *e*-mail etiquette.
19. Explain the tools used for *e*-content development.
20. What is the role of artificial intelligent in business ?
21. What are the legal considerations in business analytics ?
22. Explain in detail about the causes of information overload.
23. Describe the advantages and disadvantages of online learning.

Section C

*Answer any **two** questions each not exceeding 400 words.*

Each question carries 10 marks.

24. What is the role of intelligent agent in Business ?
25. Comment on the trends of Digital Marketing.
26. “E - Learning plays an important role in service industry”.—Comment.
27. Describe the key components of Socio - Cyber Informatics.

(2 × 10 = 20 marks)