

D 141104**(Pages : 2)****Name.....****Reg. No.....****FOURTH SEMESTER B.VOC. DEGREE EXAMINATION, APRIL 2026**

Data Science and Analytics

GEC 4DS 02 PROFESSIONAL BUSINESS SKILLS

(2021 Syllabus)

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answer Type Questions)*Answer all questions.**Each correct answer carries a maximum of 2 marks.**Ceiling 20 marks.*

1. Name a major technology used in e-Learning, and how does it enhance the learning experience ?
2. Discuss the potential drawbacks of the e-Learning service industry and propose solutions to address them.
3. How can organizations deal with missing or incomplete data in Business Data Analysis ?
4. How does the Technical Documentation helps in effective communication ?
5. What soft skill is crucial for business success, and how does it contribute to positive relationships in a professional environment ?
6. Discuss the impact of e-waste on the environment, and how does Green Computing address this concern ?
7. Elaborate on the role of Artificial Intelligence and Intelligent Agents in e-business and their contributions to customer interactions.
8. How does the availability of online education connect to the idea of "Digital Divide" ?
9. Explain the traits and qualities of a good professional and their impact on the work environment.
10. Explain the role of professionalism in verbal communication, and why is it important ?
11. What insights does social networking analysis offer and how can it support business data analysis ?
12. Talk about the function of intelligent agents and artificial intelligence in e-business, and how they maximize operational effectiveness ?

Turn over

Section B (Short Essay Type Questions)

Answer all questions.

Each correct answer carries a maximum of 5 marks.

Ceiling 30 marks.

13. As a project manager, describe the traits and qualities of a good professional that contribute to a positive work environment. How can fostering these qualities enhance team dynamics ?
14. In the realm of Socio-Cyber Informatics, discuss how digital natives interact with cyber space. Highlight the opportunities and threats associated with their digital engagement.
15. You are implementing professionalism training for a business team. Explain the significance of soft skills for success in a professional environment. Provide examples of soft skills that are crucial for effective teamwork.
16. As an IT manager, discuss the role of Technical Documentation in maintaining professionalism. How does standardized documentation contribute to effective communication within the team ?
17. Examine the various methods for delivering e-learning. What are some ways that blended learning, synchronous learning, and asynchronous learning can accommodate different learning preferences and styles ?
18. Talk about how IT affects society in the context of socio-cyber informatics.
19. You are a data analyst analyzing social networking data for a business. Explain the role of Social Networking Analysis in Business Data Analysis and how it can inform marketing strategies.

Section C (Essay Type questions)

*Answer any **one** question, the correct answer carries 10 marks.*

20. Explore the ethical considerations in Business Analytics, especially in the context of data collection and analysis. Discuss potential ethical dilemmas data analysts may encounter and propose strategies to navigate these dilemmas responsibly.
21. In the realm of Socio-Cyber Informatics, discuss the concept of the “Digital Divide” and its impact on societal structures. Explore how the Digital Divide influences access to education, job opportunities, and civic participation. Propose comprehensive strategies to bridge the Digital Divide and create a more digitally inclusive society.