UNIVERSITY OF CALICUT

SCHOOL OF DISTANCE EDUCATION

B.COM / BBA

(2019 Admission Onwards)

III SEMESTER

COMMON COURSE

PROFESSIONAL BUSINESS SKILLS

QUESTION BANK

1. _____ is the conduct, aims, or qualities that characterize or mark a profession or a professional person.
   a) Professionalism
   b) Management
   c) Corporate Culture
   d) Individualism

2. A profession requires _____ knowledge and often long and intensive academic preparation.
   a) Professional
   b) Specialized
   c) Corporate
   d) In-depth

3. _____ control is another key characteristic of professionalism.
   a) Strategic
   b) Standard
   c) Emotional
   d) Management

4. An employee who knows how to manage their _____ well is viewed by their peers as a professional.
   a) Emotion
   b) Time
   c) Negatives
   d) Anger

5. A professional must have strong _____ skills.
   a) Communication b) Strategic
   c) Professional d) Efficiency

6. _____ refers to the production of spoken language to send an intentional message to a listener.
   a) Professional Communication b) Verbal Communication
   c) Strategic Communication d) Criticizing

7. _____ is a widely used online communication system for business.
   a) Website b) Internet
   c) Social Media d) Email

8. A learning system based on formalized teaching but with the help of electronic resources is known as _____.
   a) WWW b) E-Learning
   c) Computer Learning d) Formal Learning

9. _____ education is a form of education which is delivered and administered using the internet.
   a) Business b) Online
   c) Gadget d) Corporate

10. The term _____ is used in a wider perspective to include all sources where the information is available in electronic formats and accessible with a help of computers.
   a) Professionalism b) Management
   c) Digital Knowledge Resources d) Business Knowledge

11. An eBook is an _____ version of a traditional print book that can be read by using a personal computer or by using an eBook reader.
   a) Public b) Management
   c) Paper d) Electronic

12. E-learning is a process and E-content is a _____.
   a) Substitute b) Program
   c) Evidence d) Product

13. Full form for MOOC is _____
   a) Module Open Online Centre b) Model Open Online Course
   c) Massive Open Online Course d) Massive Open Online Centre

14. Bloggers do not only produce content to post on their blogs, but also build _____relations with their readers and other bloggers.
   a) Professional b) Corporate
   c) Formal d) Social

15. _____ is the process by which businesses use statistical methods and technologies for analyzing historical data in order to gain new insight and improve strategic decision-making.
    a) Business Data Analysis
    b) Big Data Analysis
    c) Corporate Restructure
    d) Strategic Analysis

16. _____are professionals who translate numbers, statistics, and figures, into understandable values.
    a) Company Secretaries
    b) CEOs
    c) Data Analysts
    d) Strategic Analysts

17. _____ analysis is an ideal tool for gaining insights into our increasingly connected world.
    a) Business Network
    b) Social Network
    c) Costing
    d) Global

18. B2C refers to _____
    a) Business to Corporate
    b) Business to Customer
    c) Business to Culture
    d) Broad to Consumer

19. _____is an area of research that examines social aspects of computerization.
    a) Corporate information
    b) Business informatics
    c) Social informatics
    d) Cultural identity

20. Cyber ethics concerns to the code of responsible behavior on the Internet.
    a) Strategic
    b) Corporate
    c) Social
    d) Responsible

21. _____is the study of ethics pertaining to computers, covering user behavior and what computers are programmed to do, and how this affects individuals and society.
    a) Strategic Cyber ethics
    b) Corporate ethics
    c) Business ethics
    d) Cyber ethics

22. Cybercrime is _____ activity that either targets or uses a computer, a computer network or a networked device.
    a) Social Media
    b) Corporate ethical
    c) Criminal
    d) Cyber ethical

23. _____ campaign messages may contain infected attachments or links to malicious sites.
    a) Social
    b) Business
    c) Phishing
    d) Strategic

24. _____is the excessive, compulsive non-productive use of the Internet by an individual desperately relying on it to occupy free time for recreation or social purposes.
a) Cyber addiction
b) Business performance
c) Corporate Law
d) Social Media addiction

25. Green computing is a recent trend and an evolving field aiming towards a _____future.
a) Corporate
b) Business
c) Long term
d) Sustainable

26. _____marketing is the process of promoting a brand, service or product on the internet.
a) Digital
b) Social
c) Corporate
d) Strategic

27. _____ is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers.
a) Digital Marketing
b) Social Marketing
c) Online Advertising
d) Strategic Control

28. SEM full form is_____
a) Social Equity Management
b) Sequential Equation Modelling
c) Search Engine Marketing
d) Strategic Engine Management

29. PPC full form is_____
a) Pay Per Click
b) Pay Per Customer
c) Payable Per Click
d) Payment Per Customer

30. Search-engine advertising is a branch of _____ marketing.
a) Referral
b) Social
c) Digital
d) Online

31. _____ marketing is any form of marketing products or services that involves electronic devices.
a) Societal
b) Social
c) Digital
d) Competitive

32. The individuals who were born before the spread of the digital technology and who were not exposed to it at an early age are known as _____
a) Millennial
b) Digital natives
c) Ancient aged
d) Digital immigrants

33. Delivering different messages to members of a business decision-making unit is a key difference between B2C and B2B marketing which is reflected in web design through -----
    a) Different feature stories appealing to different members of the audience
    b) Content referencing the needs of companies of different sizes
    c) Different navigation options appealing to different members of the audience
    d) None of the above

34. Longer decision-making process than for many consumer products is a key difference between B2C and B2B marketing which is reflected in web design through _____.
    a) Content referencing the needs of companies of different sizes
    b) Questions on a form inquiring about the status of the business in the purchase decision process
    c) Different feature stories appealing to different members of the audience
    d) None of the above.

35. _____ is an example of business-to-business services offered by Google where revenue is generated through the application running as part of a customer's website.
    a) Google Search application providing online website search services for website owners
    b) Google Apps Business Application Suite
    c) YouTube Brand Channel
    d) Google Search application providing online website services for website owners

36. A portal which is normally run by a consortium of buyers in order to establish an efficient purchasing environment is a:
    a) B2B independent e-marketplace.
    b) buyer-oriented marketplace.
    c) Supplier-oriented marketplace.
    d) None of the above.

37. Which of the following marketing techniques are most likely to pay you?
    a) Pay per click advertising
    b) Using social media marketing strategies
    c) Posting press releases
    d) Article marketing

38. Considering non-personal communication channels, magazines, direct mail and newspapers are considered as
    a) Online media
    b) Print media
    c) Broadcast media
    d) Display media

39. Business-to business e-Commerce involves commercial transactions between other organizations and organizations.
    a) True
    b) False
    c) May be
    d) May Not be

40. Which is normally run by a consortium of buyers in order to establish an efficient purchasing environment?
    a) B2B independent e-marketplace
    b) buyer-oriented marketplace.
    c) Supplier-oriented marketplace.
    d) Vertical and horizontal e-marketplace.

41. The best way to improve search engine ranking is with
    a) Video
    b) A blog
    c) Having at least 500 words on the page
    d) A lot of graphics per page

42. Which marketing techniques are most likely to pay you?
    a) Pay click advertising
    b) Using social media marketing
    c) Posting press
    d) Article marketing

43. What are the 3v's of Big Data?
    a) Volume
    b) Variety
    c) Velocity
    d) All the above

44. Which of the following is a correct format of Email address?
    a) name@website@info
    b) name@website.info
    c) www.nameofebsite.com
    d) name.website.com

45. _____ is the exchange of computer stored messages by telecommunication.
    a) Download
    b) E mail
    c) Upload
    d) All of these

46. The internet is
    a) An internal communication system
    b) A communication system for the Indian Government
    c) A large network of networks
    d) All of these

47. Which of the following is not a term pertaining to the internet?
    a) Link
    b) Search Engine
    c) Browser
    d) Keyboard

48. Talking comes under which type of communication?
    a) Verbal
    b) Non-Verbal
    c) Written
    d) Dramatic

49. Which of these has maximum reach?
    a) Writing
    b) Listening
    c) Speaking
    d) Talking

50. Which of these parameters are not required to define style?
    a) Moral Truth
    b) Compassion
    c) Gender
    d) Information

51. Oral Communication is also known as _____.
    a) Non – Verbal Communication
    b) Impersonal Communication
    c) Verbal Communication
    d) Face - Face Communication

52. In business, oral communication is suitable for _____.
    a) Recording things
    b) Confusing workers
    c) Delaying the decision-making process
    d) Discussion things

53. The response for a sender message is _____.
    a) Feedback
    b) Process
    c) Social service
    d) Backup

54. The important component of hearing is _____.
    a) Talking
    b) Listening
    c) Positivity
    d) Speaking

55. Computer presentation software is _____.
    a) Pictorial representation
    b) Presentation Aid
    c) Nonverbal aid
    d) Reference source

56. A _____ speaker looks into the eyes of the audience.
    a) Confident
    b) Impatient
    c) Rude
    d) Impolite

57. The tone of the speaker should be _____.
    a) Loud
    b) Clear
    c) Low
    d) soft

58. Which of these is important in having mutual understanding with colleagues?
    a) Effective Listening
    b) Speaking
    c) Talking
    d) Writing

59. Inviting a colleague over lunch is _____ type of Oral Communication.
    a) Informal
    b) Formal
    c) Both of these
    d) None of these

60. Inviting employees to attend Annual Report Meeting is a type of _____ Oral Communication.
    a) None of these
    b) Both of these
    c) Informal
    d) Formal

61. Which type of interview question is most beneficial to employers who want to assess how you will perform on the job?
    a) Traditional
    b) Screening
    c) Behavioural
    d) Testing

62. E-Content should essentially be _____ in nature.
    a) Didactic
    b) Informative
    c) Instructive
    d) All of the above

63. Which is the E – Learning authoring tool?
a) Flash b) PowerPoint c) PDF d) All of the above

64. _____ Technologies are also widely used in e learning.
a) Communication b) Knowledge
c) Sharing d) Virtual

65. The planned use of networked information and communications technology for the delivery of training is called _____.
a) E-Learning b) Role Playing
c) Case Study d) Programmed Learning

66. E-Learning content can include _____.
a) All of the above. b) Simple learning resources
c) Interactive e-lessons d) Electronic Simulations

67. Average time to answer customer's queries is _____.
a) Assurance b) Responsiveness
c) Empathy d) Tangibles

68. The degree to which online customers are treated in a personal way is known as _____.
a) Empathy b) Tangibles
c) Responsiveness d) Assurance

69. Distance learning covers learning _____ on courses such as home study or 'self-study' courses, which can be combined with e-learning.
a) Probable b) Friendly
c) Approachable d) Remotely

70. Skill required for E-Learning is _____.
a) Technology Knowledge b) Observation
c) Experience d) Internet Knowledge

71. E – Learning content is developed according to a set of _____.
a) All of the above b) Learning Objectives
c) Content Objectives d) Delivery

72. Learners want _____ and ease of ordering. They want a website that is quick to download, well – structured and easy to navigate.
a) Quality b) Availability
c) Convenience d) Information

73. E-Learning is naturally suited to distance learning and _____ learning.
a) Virtual b) Flexible
c) Managed d) Informative

74. What is Artificial Intelligence?
    a) Programming with your own intelligence
    b) Putting your intelligence into Computer
    c) Making a machine intelligent
    d) Playing a game

75. Who is the father of Artificial Intelligence?
    a) John McCarthy b) Fish Ada
    c) Allen Newell d) Alan Turning

76. Which of the following are comprised within AI?
    a) Deep Learning b) Machine Learning
    c) Both (a) & (b) d) None of the above

77. Which of the mentioned human behaviour does AI mimic?
    a) Thinking b) Eating
    c) Sleeping d) None of the above

78. Which of the following is not a goal of AI?
    a) Thinking humanly
    b) Adapting to the environment and situations
    c) To rule over humans
    d) Real Life Problem Solving

79. Artificial Intelligence has its expansion in the following application:
    a) Planning and Schedule b) Game Playing
    c) Robotics d) All of the above

80. The characteristics of the computer system capable of thinking, reasoning and learning is known as _____.
    a) Machine Intelligence b) Human Intelligence
    c) Artificial Intelligence d) Virtual Intelligence

81. What is the term used for describing the judgmental or commonsense part of problem solving?
    a) Heuristic b) Critical c) Value based d) Analytical

82. Which of the following is known as Malicious software?
    a) Illegal ware b) Maliciousware
    c) Malware d) Badware

83. What is meant by the term ‘cyber-crime’?
    a) Any crime that uses computers to jeopardise or attempt to jeopardise national security
    b) To use of computer networks to commit financial and identity fraud
    c) The theft of digital information
    d) Any crime that involves computers and networks

84. What is 'malware'?
    a) A virus or worm
    b) A Trojan horse
    c) A hacker tool
    d) A corrupted program

85. Which of the following concepts does NOT form part of the technical discourse on cyber - security?
    a) Business networks
    b) Computer experts
    c) Anti-virus industry
    d) Computer networks

86. Considering commerce and marketing, which of the following present the most significant obstacle to developing IT security?
    a) There is no direct return on investment in building security systems
    b) Security systems are detrimental to usability and can make IT systems less functional, and therefore less attractive to the consumer.
    c) There is pressure to reduce the time it takes to get a new IT product system onto the market, so security systems are sacrificed in order to reduce the time-to-market.
    d) All of the above.

87. Which of the following element make e-waste hazardous in nature?
    a) Lead b) Glass c) Plastic d) Iron

88. Which toxic compound is not found in e-waste?
    a) Mercury b) Cadmium c) Neon d) Lead

89. What does e-waste stand for?
    a) Environmental Waste
    b) Equipment Waste
    c) Electronic Waste
    d) All of the above

90. What model does electronic payment of customs duty by Customs Department, refer to
    a) B2B b) B2C c) B2G d) G2B

91. The information, system and application that support and drive business processes, most often using web technologies is known as _____.
    a) E-commerce b) E-business c) E-education d) E-governance

92. How might you categorise the market for office photocopiers?
    a) B2C b) B2B c) B2G d) C2B

93. By Electronic Commerce we mean:
    a) Commerce of electronic goods
    b) Commerce which depends on electronics
    c) Commerce which is based on the use of internet
    d) Commerce which is based on transactions using computers connected by telecommunication network

94. Exploring appropriate and ethical behaviour related to online environments and digital media.
    a) Cyber ethics
    b) Cyber security
    c) Cyber Laws
    d) Cyber safety

95. _____ helps to classify arguments and situations, better understand a cybercrime and helps to determine appropriate actions.
    a) Cyber ethics
    b) Social ethics
    c) Cyber bullying
    d) Corporate Behaviour

96. The gap between those individuals in our society who are computer literate and have acess to information resources like the internet and those who do not is referred to as _____.
    a) Privacy divide
    b) Digital divide
    c) Computer crime
    d) Computer literacy

97. Which of the following is not a type of cyber-crime?
    a) Data theft
    b) Forgery
    c) Damage to data and systems
    d) Installing antivirus for protection

98. Cybercrime can be categorized into _____ types.
    a) 4
    b) 3
    c) 2
    d) 5

99. In which year India's IT Act came into existence?
    a) 2000
    b) 2001
    c) 2002
    d) 2003

100. Under which section of IT Act, stealing any digital asset or information is written as cyber-crime.
    a) 65
    b) 65-D
    c) 67
    d) 70

ANSWER KEY

1	A	26	A	51	C	76	C
2	B	27	C	52	D	77	A
3	C	28	C	53	A	78	C
4	B	29	A	54	B	79	D
5	A	30	D	55	B	80	C
6	B	31	C	56	A	81	A
7	D	32	D	57	B	82	C
8	B	33	C	58	A	83	D
9	B	34	B	59	A	84	C
10	C	35	A	60	D	85	A
11	D	36	B	61	C	86	D
12	D	37	D	62	D	87	A
13	C	38	B	63	D	88	C
14	D	39	A	64	A	89	C
15	A	40	B	65	A	90	C
16	C	41	B	66	A	91	B
17	B	42	D	67	B	92	B
18	B	43	D	68	A	93	D
19	C	44	B	69	D	94	A
20	D	45	B	70	B	95	A
21	D	46	C	71	B	96	A
22	C	47	D	72	C	97	D
23	C	48	A	73	B	98	C
24	A	49	A	74	C	99	A
25	D	50	C	75	B	100	A

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