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**COURSE : BSc. INFORMATION TECHNOLOGY**

**UNIT CODE : BIT 2210**

**UNIT NAME : BUSINESS STRATEGY INFORMATION**

**TASK : ASSIGNMENT 2**

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**Assignment**

1. **Telecommunication**

This refers to the exchange of information by electronic and electrical means over a significant distance.

**Advantages:**

1. Enable a company to process transactions immediately from many remote locations, exchange business documents electronically with customers and suppliers, or remotely monitor and control production processes.
2. Interconnect the computer systems of a business so their computing power can be shared by end users throughout an enterprise.
3. More than two people can communicate to one another at the same time
4. Easy to exchange ideas and information via phone and/or fax
5. Enable end users to communicate electronically and share hardware, software, and data resources.
6. Enhance collaboration and communication among individuals both inside and outside an organization.

**Disadvantages**

1. Cannot see facial expressions, therefore leads to misunderstandings
2. Poor connections or downed powerlines during/after storms
3. Remote areas may not be able to afford necessary equipment
4. Cannot see whom you are speaking with
5. Cultural barriers
6. Sometimes expensive
7. **Multimedia technology**

This refers to interactive, computer-based applications that allow people to communicate ideas and information with digital and print elements. Professionals in the field use computer software to develop and manage online graphics and content.

**Application areas of multimedia technology**

1. Engineering

This is a branch of science and technology concerned with the design, building, and use of engines, machines, and structures. For such work computer application are powerful tools available to design machine and their parts and engines, design structures of buildings etc. There are many tools available like Computer Aided manufacturing, Computer Aided Engineering and Computer Aided Design.

1. Medical science

Medical Health Care system development and emerging technology helps in the field of medical science. Examples includes; CT Scans, DNA Science etc.

1. Print media and electrical publication

The stylish font, their alignment e.g. those in graphics, is done using multimedia tools from which we can apply this print media and electronic media for making designs such as logo design, flex design, letter head design and product launch presentations.

1. Entertainment

Multimedia tools works in the field of making games, digital music, video entertainment, interactive storylines, online games etc.

1. Education

There are smart education tools available in school and colleges from which education is given in an interactive way. Nowadays distance courses are available through CBT (CD based training) and WBT (web-based training). One can purchase CDS of relevant courses and also apply for online courses from anywhere.

1. **Application of computer networks for business**
2. Resource sharing

The goal is to make all programs, equipment e.g. printers and especially data, available to anyone on the network without regard to the physical location of the resource and the user.

1. Communication media

A computer network can provide a powerful communication medium among employees. Virtually every company that has two or more computers now has e-mail (electronic mail), which employees generally use for a great deal of daily communication

1. Server-client model

In this model, the data is stored on powerful computers called servers. Often these are centrally housed and maintained by a system administrator. In contrast, the employees have simple machines, called Clients, on their desks, using which they access remote data.

1. e-commerce

This refers to doing business with consumers over the internet. Airlines, bookstores and music vendors have discovered that many customers like the convenience of shopping from home. This sector is expected to grow quickly in the future.