



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF SCIENCE AND TECHNOLOGY
JANUARY/FEBRUARY 2013 EXAMINATION

DAM 361 Business Communication and Networks - (2 Credits)

Total marks is 70 and each question carries 17¹/₂ marks

Answer any four (4) questions in 2¹/₂ Hours.

1a. What do you understand by the word “ Telecommunication”? (4 marks)

1b. List three (3) advantages of telecommunication (9)

1c. Mention three (3) advantages of Personal Computer (4.5 marks)

2a. Explain any three types of Internet Topologies (9 marks)

2b. Mention three (3) advantages of networking (4.5 marks)

2c. Explain what you understand by Wireless networking (4 marks)

3a. Write short note on the following: (3.5 marks each)

(i) LAN

(ii) Internet Protocol

3b. List three (3) advantages of layered Protocol Specification (4.5 marks)

3c. Define Networking and list four advantages of server based Networking. (6 marks)

4a. What do understand by Market Strategy (3 marks)

4b. List and explain any three (3) key points that determine the manner the marketing strategy is structured. (4.5 marks)

4c. Give the full meaning of the following acronyms:

(i) EMI

(i) OSI

(ii) ISDN

(iv) SNMP

(v) IEEE

(2 marks each)

5a. Define the term protocol and describe any three protocols. (7 marks)

5b. List three ways to control access to the media (4.5 marks)

5c. List three (3) advantages of Token (6 marks)

- 6a. Define subnetting and list three advantages of Subnetting. (5 marks)
- 6b. List any three P's that constitute the marketing Mix. (4.5 marks)
- 6c. List four examples of domain names (8 marks)