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Faculty of Sciences

DAM 361 Business Communication and Networks – (2 Credits)

Total marks is 70 and each question carries $17\frac{1}{2}$ marks

Answer any four (4) questions in $2\frac{1}{2}$ Hours.

1(a) Describe the term “ Networking” and list components(9 marks)

1(b) Outline three merits of Server based Networking (4 marks)

1(c) Mention three (3) benefits of networking ($4\frac{1}{2}$ marks)

2(a).Describe the following topologies:

(i) Ring Topology

(ii) Star Topology

(iii) Bus Topology

(3 marks for each)

2(b).List three major classes of cables used in communication ($4\frac{1}{2}$ marks)

2(c).Mention four types of networking standard in use today (4 marks)

3(a) Explain the term “Internet” outline five uses (8 marks)

3(b) List three (3) benefits of the Internet ($4\frac{1}{2}$ marks)

3(c) . Discuss the principles of the internet connection (5 marks)

4(a). What is E-Commerce and list three advantages of e-commerce to businesses and to customers (7 marks)

4(b). Write short note on the following:

(i) Videoconferencing

(ii) E-mail

(iii) Mobile phones

(6 marks)

4(c) List three (3) advantages and two (2) disadvantages of Centralized Computing Environment (**4^{1/2} marks**)

5 (a) Explain the term Market Strategy and list five (5) key points that determine the structured (7 marks)

5(b). Describe Wi-Fi with three examples (6 marks)

5(c) List three (3) ways to control access to the media (4^{1/2} marks)

6(a) Describe subnetting and list three advantages of Subnetting (7 marks)

6(b). Discuss the three Ps that constitute the marketing Mix (6 marks)

6(c). List three (3) advantages of Token (4^{1/2} marks)