



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS**  
**SCHOOL OF SCIENCE AND TECHNOLOGY**  
**MAY/JUNE 2012 EXAMINATION**

DAM 361 Business Communication and Networks – (2 Credits)

Time allowed: 2.30HRS

INSTRUCTION: Answer any four (4 ) questions.

1a. What do you understand by Centralized Computer Environment? (5 marks)

1b. List three (3) advantages and two (2) disadvantages of Centralized Computing Environment. (10 marks)

1c. Mention five (5) advantages of Personal Computer (10 marks)

2a. Describe with neat diagrams any three network topologies you know (12 marks)

2b. Mention three (3) advantages of Networking (6)

2c. List one disadvantage of Networking (2 marks)

3a. Write short note on the following: (5 marks each)

- (i) LAN
- (ii) WAN
- (iii) MAN

3b. List and explain two (2) advantages of layered Protocol Specification (2 marks)

3c. Define Networking and list four advantages of server based Networking. (8 marks)

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

4b. List five (5) key points that determine the manner the marketing strategy is structured. (5 marks)

4c. What is the full meaning of the following acronyms: (1 mark each. Total = 10 marks)

- (i) OSI
- (ii) ISDN
- (iii) CSMA/CD
- (iv) DPBX
- (v) MAU
- (vi) DQDB
- (vii) TCP/IP
- (viii) **TTL**
- (ix) DNS
- (x) SNMP

4c. List and explain three network management distinct categories (6 marks)

5a. Define the term protocol and describe any three protocols. (10 marks)

5b. Discuss the principles of the internet connection. (9marks)

5c. List three (3) functions of IP protocols. (6 marks)

- 6a. Define subnetting and list three advantages of Subnetting. (8 marks)
- 6b. List and discuss each of the four P's that constitute the marketing Mix. (8 marks)
- 6c. List two (2) different types of market orientation. (4 marks)

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