



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SEPTEMBER/OCTOBER 2015 EXAMINATION
SCHOOL OF SCIENCE AND TECHNOLOGY

COURSE CODE: DAM 361

COURSE TITLE: Business Communication and Networks – (2 Credits)

Total marks is 70 and each question carries 17½ marks

Answer any four (4) questions in 2½ Hours.

1a. Explain the term “Networking” (4 marks)

1b. Mention and explain three (3) benefits of networking (9 marks)

1c. Mention three (3) components of Networking (4½ marks)

2a. Explain the term “Internet”. List three (3) merits of the Internet (6 marks)

2b. What do you understand by the word “ Telecommunication”? List and three (3) benefits of telecommunication (7 marks)

2c. Mention three (3) advantages of server based networks. (4½ marks)

3a. Define the term protocol and describe any three protocols. (7 marks)

3b. Outline three (3) ways to control access to the media (6 marks)

3c. Identify three (3) advantages of Token (4½ marks)

4a. Describe the following topologies:

(i) Ring Topology

(ii) Star Topology

(iii) Bus Topology

(3 marks for each)

4b. Outline four types of networking standard in use today (4 marks)

4 c. Outline three (3) merits of Personal Computer (4½ marks)

5a. Describe the following:

- LAN
- MAN
- WAN

(3 marks each)

5b. Identify two (2) merits of Layered Protocol Specification (4 marks)

5c. Outline three (3) Open System Interconnection (OSI) layers (4½ marks)

6a. Write short note on each of the following:

- Product Orientation
- Sales Orientation
- Production Orientation
- Marketing Orientation

(2 marks each)

6b. Describe Company formation (5 marks)

6c. Outline three elements of Marketing Mix (4½ marks)