

**NATIONAL OPEN UNIVERSITY OF NIGERIA,  
PLOT 91 CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESSWAY,  
JABI – ABUJA  
FACULTY OF SCIENCES**

**JANUARY/FEBRUARY 2018 EXAMINATION**

**COURSE CODE: DAM361**

**COURSE CREDIT: 2**

**COURSE TITLE: BUSINESS COMMUNICATION AND NETWORKS\_**

**TIME ALLOWED: 2 Hours**

**INSTRUCTION: Answer questions 1 and any other three (3) questions;**

**Total score = 70**

**QUESTIONS**

1a. Assuming you were enlisted on industrial training in an online marketing firm. Based

on your knowledge of Business Communication and Networks, state eight (8) major

factors that would determine the way the marketing strategy of that firm is structured. (8

marks)

1b. Enumerate the key elements of a marketing performance analysis. (4 marks)

1c. With the aid of a well-labelled diagram, describe the marketing plan process model.

(13 marks)

**[Total = 25 marks]**

2a. Give a brief explanation of the contention based approach for media access control.

(2 marks)

2b.State the two (2) collision access methods. (2 marks)

2c.Enumerate the transmission sequence on the following:

i. CSMA/CD (6 Marks)

ii. CSMA/CA (5 Marks)

**[Total = 15 marks]**

3. Write short notes on the five different classes of IP addressing schemes, identifying

the capabilities and capacities of each class.

**[Total = 15 marks]**

4a. Highlight in a tabular format, five (5) distinctions between bridges and routers.

(10

marks)

4b. Enumerate the five (5) major classes of business organisations. (5

Marks)

**[Total = 15 marks]**

5a. Explain how partnerships are formed in business organisations. (4 marks)

5b. State the five (5) elements that constitute a partnership agreement. (5 marks)

5c. Comment briefly on the following types of orientation in marketing:

- i.* Product orientation
- ii.* Sales orientation) **2 marks each; 2x3 = 6 marks**
- iii.* Production orientation

**[Total = 15 marks]**