

Punjab Technical University
BBA Examination 2007-2008

BBA-Semester 3rd IT IN MANAGEMENT 2008

Time: 3 Hours Max Marks:75

Note:

Part A is compulsory and have 15 questions of 2 marks each.

Part B carries 12 long answer questions out of which 9 questions has to be attempted of 5marks each.

Part A

1. (a) What is the role of server?
- (b) What is meant by Public Networks ?
- (c) List for important purpose of data communication.
- (d) Explain Videotex.
- (e) How is fax different from E-mail?
- (f) What is Real time Processing?
- (g) What is meant by Tele-conferencing?
- (h) What is Facsimile Compression?
- (i) Explain the term "Radio signal Fading."
- (j) What do you understand by "Quartering error."
- (k) Pay now, Hop to call later-comment?
- (l) Explain Public message switching system.
- (m) What is National Communication System?
- (n) What is TCP/IP? Explain its features.
- (o) Name any four E-mail sites. (15x2=30)

Part – B

2. Explain with the help of diagram the modern model of communication?
 3. Explain the different features of communication software.
 4. What is LAN? Discuss the prominent reasons which led to the development and popularity of LAN.
 5. What is an electronic mail system? Explain how user communicate with one another in an electronic mail system.
 6. Explain the role of information technology in business management?
 7. Explain teleprocessing with the help of business example?
 8. What is ring and bus topology? Explain the advantage and disadvantages of each.
 9. (i) What is WAN?
 - (ii) Explain the major networking goals?
 10. What is data transmission? Explain the difference b/w analog and digital data transmission?
 11. Give the description of networking aspects of video conferencing. Explain its limitation?
 12. Explain data communication and explain two types of data transmission media?
 13. Explain the working of modems and real time messaging control system.
- (9x5=45)