

THREE YEAR B.B.A.S. (CBCS) DEGREE EXAMINATION, NOVEMBER 2017

FIFTH SEMESTER

Part II

Elective — BUSINESS NETWORKS

Time : 3 Hours

Max. Marks : 75

PART – I

Answer any FIVE of the following questions.

(Marks : 5 × 5 marks = 25 marks)

1. Network Security
2. OLTP
3. ICT
4. Database
5. Spectrum
6. Stakeholders
7. Forward integration
8. Data model
9. Commercial issues
10. Business form.

PART – II

Answer any FIVE questions.

Each question carries equal marks.

(Marks : 5 × 10 marks = 50 marks)

11. Explain creation and customer data base.
12. Write the applications of business networks.
13. Explain File management vs data base management.
14. Explain Business and Government interrelation.
15. What is sharing in business network system?
16. Explain interrelation of internet and business networks.

17. Write about Data Warehousing and mining.
 18. How social network aids in business growth?
 19. What legal and ethical issues emerge in customer relationship management?
 20. Write in brief about devices in business networking systems.
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