(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 1286   Roll No. [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]

MBA

(SEM. III) ODD SEMESTER THEORY EXAMINATION 2013-14

INFORMATION AND COMMUNICATION TECHNOLOGY

Time : 3 Hours   *Total Marks : 100*

Note :– Attempt **all** questions from each Section as per Instructions.

SECTION—A

1. Attempt **all** parts of the following :   **(2×10=20)**

    (a) Do call centres help peoples to improve their customer experience by using ICT ?

    (b) Why is ICT responsible for social development ?

    (c) What do you mean by ISP provider ?

    (d) Applications designed for smart phones are helpful. Justify this statement.

    (e) Why mobile banking is not so popular in India ?

    (f) How ICT helps to improve health care system ?

    (g) Networking is backbone of communication system. Justify this statement.

    (h) List out some ICT tools that help in education.

    (i) What is the need of upgradation in ICT infrastructure ?

    (j) Explain e-governance.

SECTION—B

2. Attempt any **three** parts : (10×3=30)

(a) "ICT is a facilitating infrastructure for economic development of country". Justify this statement with proper reasoning.

(b) Discuss various applications and tools of ICT which can affect the marketing style.

(c) Discuss the ICT revolution to promote distance education in developing countries.

(d) Using ICT, government can improve agricultural technology to farmers in India. How ?

(e) Explain various key challenges and problems to promote ICT.

SECTION—C

Note :— Attempt **all** questions : (10×5=50)

3. Attempt any **one** part : (10×1=10)

(a) Explain different networking topologies with proper diagram. Also write down their advantages and disadvantages.

(b) What is difference between LAN, WAN and MAN ? Explain each of them in detail.

4. Attempt any **one** part : (10×1=10)

(a) Explain the latest trends in data communication and also discuss the component of data communication.

(b) Find out the impact of new Telecom policy on Telecom industry.

5. Attempt any **one** part :   (10×1=10)

   (a) Why TRAI is very important body in India ? What are its roles ? Do you feel there is any need of such kind of body in developing countries ?

   (b) Why Indian Government has not taken appropriate steps regarding cyber security ?

6. Attempt any **one** part :   (10×1=10)

   (a) What is the need of capacity building ?

   (b) Discuss steps taken by Indian Government for handling issues of monopolization in telecom sector.

7. Attempt any **one** part :   (10×1=10)

   (a) "Brands" play very important role in our life. Are companies using ICT for creating Brands ? How ?

   (b) Discuss the current emerging issues in ICT and its implication on Service industry.