

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

PAPER ID : 1286

Roll No.

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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.