

C 5405-A

B.B.A. (Three Year) DEGREE EXAMINATION, OCTOBER/NOVEMBER 2017.

End Semester Examination

Fifth Semester

(Regular/Supplementary)

Paper V – BUSINESS NETWORKS

Time : 3 Hours

Max. Marks : 70

PART — A

Answer any FIVE of the following questions. **(5 × 4 = 20 Marks)**

1. Who are stake holders?
2. Applications of business networks.
3. Write a note on commercial issues in business networking systems.
4. Legal and ethical issues in CRM.
5. What do you mean by OLAP?
6. Different layers of business networks.
7. Servers.
8. Customer database.

PART — B

Answer ALL the following questions. **(5 × 10 = 50 Marks)**

UNIT – I

9. (a) Explain social network. Also state business form.
Or
(b) Explain the relation and inter-relation between stakeholders.

UNIT – II

10. (a) What is network security? Explain layers of business network.
Or
(b) Write a note on uses and applications of business network.

Turn Over

UNIT – III

11. (a) What is Network? Also explain business networking systems.
Or
(b) Write a brief note on cloud computing and spectrum.

UNIT – IV

12. (a) How to establish network connection with customers. Also state the general guidelines in this regard.
Or
(b) What do you mean by CRM? What is database?

UNIT V

13. (a) Explain the essence and contents of master data management.
Or
(b) What is data integration? List out the differences between OLTP and OLAP.
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