

TELECOM FOR BUSINESS



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Description

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Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

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FROM THE PUBLISHER

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TELECOM FOR BUSINESS

Unit-1 Introduction, Historical development of internet, Evolutions of Internet, www, Internet Service providers, Internet architecture; What is network, types of network, information transfer, network hardware, Designing networks, Managing networks,

Designing websites.

Unit-2 Internet Architecture and its commercial Application; Introduction, Meaning of network, Transfer of Information, Hardware Network, Internet service Providers; Introduction, working with ISP, Selecting and registering your domain name.

Unit-3 Network security, Filter and Firewall: Introduction, Security threat definition, client server network security, emerging client server threats, protecting the environment and protecting the network media, managing network devices, Security Ethernet switches, network security and management systems, network layer devices, Administration, management, and disaster recovery, Data and message security.

Unit-4 Internet Advertising; Introduction, Advantages of internet advertising, the sellers, the buyers, AD Models Pricing Online ads, Buying online ads, selling online Ads, Selling Strategies, Mobile and Wireless computing; Introduction, Dimensions of mobile computing, WAP, Wireless Delivery and Switching Methods/Caps, Wireless data Networks, Satellite Networks, Infrared or Light based Computing Mobile information Access Devices, Mobile Data Internet Work Standards, Cellular Data communication protocols, Application of Mobile computing, Personal communication services.

Unit- 5 Digital Signature; Introduction, Working of Digital Signature Technology, Personal Finance Online Banking and Home Banking management: Introduction, Definition of online Banking, Online Banking process, Issues and challenges of Online Banking, Virtual Bank for virtual Customers, Emerging financial instruments Customer Relationship Management; Definition of CRM, CRM Process framework, CRM as an Interactive Process, CRM Market Arena, Architecture of CRM, Electronic CRM, CRM development cycle & implementation issues

Integration of CRM with ERP