

Paper –Marketing Management

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Topic- Role of the Internet

The Internet is a global network of interconnected networks. This includes millions of corporate, government, organizational, and private networks forming the World Wide Web (www) Many of the computers in these networks hold files such as Web pages that can be accessed by all other networked computers. Every computer, mobile phone, or other networked device (like laptops) can send and receive data in the form of e-mail or files over the Internet. These data move over phone lines, cables and satellites from sender to receiver. The Internet, therefore, consists of computers with da users who send and receive the data files and a technology infrastructure to move, create and view or listen to the content. Three important types of networks form part of the internet.

1. Intranet - A network that runs internally in a company but uses the Internet standards such as HTML and browsers. An intranet is like a mini-Internet but only for internal corporate consumption and use.

2. Extranet-An intranet to which value chain partners have admission for strategic reasons. Here, the access is normally only partial and restricted.

3. Web-The portion of the Internet that supports a graphic user interface for hypertext navigation with a browser such as Netscape or Internet Explorer. The Web is what most people think about when they think of the Internet