

Paper –Principles and Practice of Management

Dr. James Hussain

Paper Code-MB-101,

Assistant Professor (Guest Faculty)

MBA, Sem-I

[Email,-mbajames123@gmail.com](mailto:mbajames123@gmail.com)

Topic- Computer -Based Communication(Part2)

Intranet and Extranet Links. The basic goal of many organisations is to create a connectivity among its different branches. The network which connects the various locations and gives connectivity within the area is called Intranet. Intranets are patterned after the Internet. Such networks enable computers of any type to communicate easily. The hardware and software needs are the same as for the Internet, specifically TCP/IP protocols and server and browser software used for the World Wide Web. These intranets can be connected to intranets and extranets forming Internet. Extranets are those networks which links intranets of an organisation with those of its business partners, customers, suppliers consultants, etc. who can access selected Intranet websites and organisation's databases

Videoconferencing. Videoconferencing is a system that uses computer-based communication technology to communicate among geographically dispressed persons. In videoconferencing, participants can see each other over video screens. In the late 1990s. videoconferencing was basically conducted from special rooms equipped with television cameras. Now-a-days, cameras and microphones are attached to individual computers, allowing people to participate in videoconferences without leaving their desks. Presently. three types of videoconferencing configurations are used:

1. One-way video and audio-video and audio signals are sent from a single transmitting site to one or more receiving sites. This configuration is useful when a project leader disseminates

information to project members at remote locations. This is a cheaper device but is devoid of two way exchange of information.

2. One way video and two-way audio-video and audio signals are sent from a single site and only audio signals are transmitted from the receiving site. This system enables two-way exchange of information but the facial expression and body language emphasising a particular piece of information are available only from one side.

3. Two-way video and audio-video and audio communication among all sites is two way. Though this is the most effective video conferencing, it is quite costly.