Introduction to IT-ITeS Industry

Class IX , Ch-1(IT #402)

Period 4

IT in Entertainment

- Information Technology has had a major impact on the entertainment industry.

- Internet is a major source of entertainment. One can download and view movies, play games, chat, use multimedia, incorporate visual and sound effects using computers, etc.

IT in communication

- Communication is used to convey messages and ideas, pictures, or speeches. A person who receives this must understand clearly and correctly.

- Modern communication makes use of the computer system.

- We use computers for email, chatting, FTP, telnet and video conferencing

IT IN BUSINESS

- Computers are used in business organisations for payroll calculation, budgeting, sales analysis, financial forecasting, managing and maintaining stocks
- A lot of business transactions happen through Internet called e-commerce.

- IT facilitates marketing, customer visit, product browsing, shopping basket checkout, tax and shopping, receipt and process order.

- E-commerce offers services pertaining to processing inventory management, transactions, documentation, presentations, and gathering product information. Smart cards, such as credit cards and debit cards are used in shops.

IT in science and engineering

- Scientists and engineers use computers for performing complex scientific calculations, Computer Aided Design (CAD) or Computer Aided Manufacturing (CAM) applications are used for drawing, designing and for simulating and testing the designs. Computers

- are used for storing large amount of data, performing complex calculations and for visualising 3-dimensional objects. Complex scientific applications like rocket launching, space exploration, etc., are not possible without the computers.

IT in banking

- Computer is an essential part of the modern banking system. Every activity of a bank is now online. The customer's data and transactions are recorded by computers.

- Recurring deposits (e-RD), Fixed deposits (e-FD), money transfer from one account to another (NEFT, RTGS), online transactions are done using Internet.

- Capital market transactions, financial analysis and related services are available in online platforms.

- Bank customers use Automated Teller Machines (ATM) for cash deposits and withdrawal, or to view current balance.

IT in insurance

- Insurance companies keep all records up to date with the help of computer database. Procedures for continuation of policies, starting date, date of next instalment, maturity date, interest dues, survival benefits, and bonus are declared by using computers in insurance companies. Many online policies are also available which can be purchased by using the website of insurance companies.

- IT in marketing

- In marketing, computers are used for advertising of products, by using arts and graphics facility it is possible to create interesting advertisements of various products so that the goal of selling can be achieved. Using e-commerce websites, people can purchase items even sitting at home.

1. Which software are used in digital communication?

2. For what purpose is IT used in business?

3. Which are the prominent areas where IT is used in science and engineering?

4. List the various uses of IT in a banking system.

5. What are the uses of IT in insurance and Marketing

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