



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**EXAMINATION 2021\_1** 1234

**Course Code: ENT: 401**

**Course Title: E-Business**

**Credit Unit: 2**

**Time Allowed: 2 Hours**

**Instruction 1 Indicate your Matriculation Number Clearly**

**2 Attempt 1 and any other two (2) questions**

**3 Questions 1 is compulsory 30marks while other questions are 20marks each**

**4 Present your answers and points in a clear and orderly manner**

**Question 1**

1 (a) What do you understand by the term internet?

(b) Mention and explain any five approaches and strategies associated with internet?

**Question 2**

(a) Give a detail explanation on the relationship between the Internet and business?

(b) List and explain any four (4) type of e-business you know?

**Question 3**

(a) Explain the concept of marketing communication process

(b) Identify and discuss the stages of marketing communication process?

**Question 4**

Write short notes on the following

(a) Marketing Plan Control

(b) Performance Benchmark standards

(c) Control phase Timing