



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi - Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2021\_1 EXAMINATION** 1234

**COURSE CODE: ENT:811**

**COURSE TITLE: E-Business & Event Management**

**CREDIT UNIT: 3**

**INSTRUCTION: 1. Indicate your Matriculation Number clearly**

- 2. Attempt question one (1) and any other three (3) questions; four questions in all**
- 3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.**
- 4. Present all your points in a coherent and orderly Manner**

**TIME ALLOWED: 2½Hours**

**Question 1**

1 (a) Explain what is meant by Internet

(b) Why does one need Internet for a business?

(c) What is the relationship between the Internet and business and how it affects its internationalization capacity?

**Question 2**

2(A). State the 7 forms of strategies for promoting and advertising products and services on the Internet.

(B) Explain 5 of them with special reference to their importance.

**Question 3**

3 (a) What are the various forms of e-payments?

(b) How are the different forms of e-payment different from each other?

(c) Mention 5 security methods for e-commerce security

**Question 4**

4 (a) Identify and explain the need for e-business security

(b) Mention and explain the components of a functional architecture of network management

(c) Briefly discuss the Levels of Activity in Business/e-business Case Requirements.

**Question 5**

5 (a) describe the basic characteristics of events

(b) Highlight the functions of an Event manager of your choice event within your locality.

(c) What are the relationships between the events industry and the education sector?