



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2021_2 EXAMINATION

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

- a. discusses the effect of Internet on Firms' Internationalization Capacity
- b. enumerates the benefits of telecommunication to an e-business
- c. discuss with example the different types of E-business

Question 2

- a. Define the term website and list the benefit of a website to an entrepreneur
- b. List 5 disadvantage of a website

Question 3'

Web advertisement has been significant in 21 century, define the term web advertisement and enumerate its benefit to entrepreneurs

Question 4

Discuss Interactive Marketing as a form of Internet marketing and it's important to young entrepreneurs