



National Open University of Nigeria
91, Cadastral Zone, University Village, Jabi, Abuja
Faculty of Management Sciences
2022_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 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**

Question 1

- a. Discuss the concept of e-business extensively (10 Marks)
- b. In tabular form, differentiate between e-commerce and e-business with examples (10 Marks)
- c. Enumerate the different types of E-business (5Marks)

Question 2

- a. List the benefit of a website to an entrepreneur and Define the term website.
- b. List any Five (5) Website you know and provide their URL (15 Marks)

Question 3

- a. Web advertisement has been important in the 21st century, define the term web advertisement and enumerate its benefit to entrepreneurs (15 Marks)

Question 4

- a. What is importance of 4Ps of marketing with regards to to eMarket plan (10 Marks)
- b. List 5 types of security measures for e-commerce (5marks)

Question 5

- a. Discuss the concept and importance of Encryption (7.5 marks)
- b. Differentiate between Digital signature and Digital certificate (7.5 marks)