



**National Open University of Nigeria**  
**91, Cadastral Zone, University Village, Jabi, Abuja**  
**Faculty of Management Sciences**  
**2023\_1 POP EXAMINATION<sub>01</sub>**

**Course Code: ENT401**

**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 30 marks, while the other questions carry 20 marks each.**
- 4. Present all your points in a coherent and orderly Manner**

**Question 1**

- a. E-business as come to stay in our growth development in Nigeria, as an entererpenuer, disucss the term e-business with its benefit to Nigeria Economy
- b. differentiate the term e-commerce and e-business with relevant examples
- c. name and briefly describe the different types of e-business

(30Marks)

**Question 2**

Website has been seen to be important to the growth of several entrepreneurial business around the globe, list the benefit that can accrue to an entrepreneur using a website and clearly define the term website. 20marks

**Question 3**

Web advertisement has been used by several entrepreneurs to promote their respective businesses in the 21<sup>st</sup> century. In line with the above statement, discuss the term web adverticement and its benefit to SMEs (20Marks)

**Question 4**

- a. As an entrepreneur discuss the term digital marketing and it's important to the growth of entrepreneurship
- b. Name and discuss the different type of digital marketing

20marks