



National Open University of Nigeria
91, Cadastral Zone, University Village, Jabi, Abuja
Faculty of Management Sciences
2023_1 POP EXAMINATION₀₁

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 21st 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