## NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
### FACULTY OF MANAGEMENT SCIENCES
## 2023_1 POP EXAMINATION

**Course Code: ENT 811**
**Course Title: E-BUSINESS & EVENT MANAGEMENT**
**TIME ALLOWED: 2 (TWO) HOURS**
**Instructions:    1. Attempt question number One (1) and any other two (2).**
                       **2. Question number 1 is Compulsory and carries 30 marks,**
                          **While the other questions carry 20 marks each.**
                       **3. Present all your points in coherent and orderly manner**

Question 1

1(a) As an intended entrepreneur discuss the term internet and how it can be of benefit to you as an entrepreneur. 10marks

(b) Why does one need Internet for a business and what are possible limitations to the business? 10marks

(c) What is the relationship between the Internet and business and how does this affect its internationalization capacity? 10marks

2(a). as an entrepreneur, state the 5 forms of strategies for promoting and advertising products and services on the Internet. **5marks**

(b) Explain 5 with special reference to their importance. 15marks

3(a) as an entrepreneur, there are several e-payment platforms available for business in today environment, what are the various forms of e-payments? 10marks

(b) How are the different forms of e-payment different from each other? 10marks

4(a) Explain the need for e-business security in todays business environment where an entrepreneur wants to be successful. 10marks

(b) What are the components of a functional architecture of network management. 5marks

(c)  Discuss the Levels of Activity in Business/e-business Case Requirements. 5marks