

**NATIONAL OPEN UNIVERSITY OF NIGERIA,  
PLOT 91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI – ABUJA**

**FACULTY OF SCIENCES**

**2023 2 EXAMINATIONS—**

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**Course Code: CIT 415**

**Course Title: INTRODUCTION TO E-COMMERCE**

**Time: 2 Hours 30 minutes**

**Credit: 3 Units**

**Instruction: Attempt 5 questions. Question 1 is Compulsory and any other four (4)**

**Questions**

Q1a. In what ways do you think governments can use e-commerce with a view to improving their economic efficiency? (4 marks)

b. Briefly highlight any four (4) e-commerce technologies that can be available to beginning e-commerce merchants (4 marks)

c. What are the requirements for applying for an internet merchant account? (2 marks)

d. Describe using appropriate examples the two (2) major types of search engines we have (4 marks)

(e) Give four (4) benefits of E-Commerce Web Design (4 marks)

(f). Define the following e-commerce terminologies

i. Commerce Server    ii. Cross Promotion    iii. Delayed Settlement Processing

iv. Cookies (4 marks)

Q2a. Having successfully developed an e-commerce website, what will make you say that it is a success or failure? (4 marks)

b. What are the advantages of setting up a sophisticated online shop? (4 marks)

c. Give the distinction between Hosted software and a Licensed Software (4marks)

Q3a. Consider an e-commerce website that deals with books; clearly show how to perform order processing (5 marks)

b. Enumerate four (4) basic functions of a shopping cart ordering system (4 marks)

c. What do you understand by the term Document Confidentiality? (3 marks)

Q4a. Explain three (3) order fulfillment issues prevalent in e-commerce (6 marks)

b. List three (3) elements that should be included in your product catalog in order to achieve rankings in search engines (3 marks)

c. Briefly explain three (3) types of Business-to-Consumer (B2C) E-Commerce (3 marks)

Q5a. Explain the following types of Online Shops