



National Open University of Nigeria
91, Cadastral Zone, University Village, Jabi, Abuja
Faculty of Management Sciences
2023 2 EXAMINATIONS_

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 (2) 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. Encryption is key to data safety and business growth. As an entrepreneur define the term encryption and its importance to the success of a business (15 marks)
- b. Differentiate between Digital signature and Digital certificate (15 marks)

Question 2

As an entrepreneur with the knowledge of digital marketing, discuss the several types of digital marketing with their pros and cons. 20marks

Question 3

- a. As an entrepreneur discuss the term e-procurement
- b. List and explain 5 types of e-procurement 20marks

Question 4

- a. Briefly discuss Interactive Marketing as a form of Internet marketing
- b. Discuss the term online shopping.

20marks