



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2024 1 EXAMINATION

COURSE CODE: ENT401

CREDIT UNIT: 2

COURSE TITLE: E - BUSINESS

TIME ALLOWED: 3 HOURS

INSTRUCTION: 1. Indicate your Matriculation Number clearly

2. Attempt question number one (1) and any other two (2) questions

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

Q1a. Discuss on the importance of Internet Marketing Strategy and its problems

1b. Discuss the Key Missing Component in a Virtual Sales Process.

Q2a. Electronic marketing ties together creative and technical aspects of the Internet, including design, development, advertising, and sales. Enumerate the various types of services.

2b. Outline how Entrepreneurs can identify their competitors.

Q3a. discuss briefly sources available to provide advice for consumers to protect themselves when using online retailer services

3b. A debit card is a plastic card which provides an alternative payment method to cash when making purchases. Discuss extensively.

Q4. Discuss in details the following:

i. Shopping Cart Systems

ii. information load

iii. User Interface

iv. Convenience