



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

**COURSE CODE: ENT811**

**CREDIT UNIT: 2**

**COURSE TITLE: E-BUSINESS AND EVENT MANAGEMENT**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question One (1) & Any other Two (2) Questions in All**
- 3. Question one (1) is Compulsory and it Carries 30 Marks, while the two other Questions Carry 20 Marks Each with Total of 70 Marks**
- 4. Present all your points in coherent and orderly Manner**

**QUESTION 1A:** In consideration of application of project management to events, a project leader must consider their overall perspective. According to Kolltveit et al. (2007), there are six (6) major perspectives to project management, all of which can be applied directly to the management of event project. Examine these Project Management Perspectives accordingly. *[20 Marks]*

**QUESTION 1B:** State the meaning of the acronyms ACTA and describe its responsibilities or functions in safeguarding intellectual property *[10 Marks]*

**QUESTION 2:** A wide range of solutions have been devised to reduce the security risks associated with conducting on-line business. Highlight and discuss how to practically apply these Fraud Prevention Solutions *[20 Marks]*

**QUESTION 3:** An Internet firewall is a system or group of systems that enforces a security policy between an organization's network and the Internet. When designing an Internet firewall, there are several decisions that must be addressed by the network administrator. Describe Analyze these Firewalls Design decisions accordingly. *[20 Marks]*

**QUESTION 4A:** Events are projects because of the components and features of project they possessed. Explicate the characteristics of events that are components or features of projects *[10 Marks]*

**QUESTION 4B:** In every society, Media play a critical role towards the development of such society. Expound the roles of the Media in Events Management in Nigeria. *[10 Marks]*

**QUESTION 5:** An E-business model describes as a system, how the pieces of a business fit together with emphasis on competition and organizational dynamics. The adoption of a successful e-business model may make it possible to increase competitiveness in the marketplace. They are the new keys to increasing a company's competitiveness in the marketplace by improving its current value added. Identify the various models of e- business and discuss their applications to business operations in order to compete favorably within the competitive environment of Nigeria economy. *[20 Marks]*