NATIONAL OPEN UNIVERSITY OF NIGERIA,
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS.
SCHOOL OF SCIENCE AND TECHNOLOGY
FACULTY OF COMPUTING
DEPARTMENT OF COMPUTER SCIENCE
2024_2 EXAMINATION

Course Code: CIT 415
Course Title: Introduction to E-Commerce
Credit: 3 units
Time allowed: 3 Hours
Instruction: Answer Questions ONE (1) and any other THREE (3) Questions

QUESTION ONE (1)

1a. (i) Explain the concepts of 5C Models in E-Commerce   [10 Marks]
   (ii) What are the roles of customer service?   [5 Marks]
1b (i) Elucidate on World Wide Web (WWW)   [5 Marks]
 (ii) Discuss the Techniques for Tracking Customer Information   [5 Marks]
                                [Total Marks = 25 Marks]

QUESTION TWO (2)
 2. Clarify the requirements to prevent or minimize online transaction risks **[15 marks]**

                        [Total Marks = 15 Marks]

QUESTION THREE (3)
 3, Explain the meaning of some terminologies of e-commerce   **[15 marks]**

QUESTIONS FOUR (4)
4. Identify Ten (10) major Types of Business to Commerce (B2C) e-commerce **[15 marks]**

QUESTION FIVE (5)
5a. Discuss some common security threats to E-commerce   **[$7^{1/2}$ marks]**
5b. Briefly discuss the concepts of Internet Merchant Accounts.   **[$7^{1/2}$ marks]**
                                [15 marks]

QUESTION FIVE (5)
6a. Highlight the measures to be identify for a secured transaction between user's computer
   and the website in E-commerce website   **[$7^{1/2}$ marks]**
6b. Explain the operations of Browser fingerprinting for Tracking Customer Information

                                [$7^{1/2}$marks]
                                [15 marks]