



NATIONAL OPEN UNIVERSITY OF NIGERIA

14/16, Ahmadu Bello Way, Victoria Island

SCHOOL OF SCIENCE AND TECHNOLOGY

October, 2013 Examination

COURSE CODE: CIT 415

COURSE TITLE: INTRODUCTION TO E_COMMERCE

CREDIT UNIT: 3CREDIT UNITS

TIME: 3HOURS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS IN ALL

- 1a. As a specialist, advise the management of your Organization on the benefits of Mass customization on e-commerce to the Organizations (8.5 marks)
- 1b. State six (6) features of successful e-commerce (9 marks)
- 2a. Differentiate between the World Wide Web and FTP. (8.5 marks)
- 2b. Write short note on the three major uses of e-commerce to the Government. (9 marks)
- 3a. List the four major types of e-commerce (10 marks)
- 3b. Differentiate between Will ship and Extra Shipping order statuses. (7.5 marks)
- 4a. State the two primary components of B2B market. (7.5 marks)
- 4b. Differentiate between the basic requirements for building an online shop and the equipment and facilities needed for online shop. (10 marks)
- 5a. Discuss how you will register a domain name for a new client Organization. (7.5 marks)
- 5b. Itemize forms of advertising one's e-business online. (10 marks)
- 6a. What is Stateless server? (5.5 marks)
- 6b. Discuss the three major forces of a successful e-commerce. (12 marks)