



NATIONAL OPEN UNIVERSITY OF NIGERIA

**University Village, Plot 91, Cadastral Zone, Nnamdi Azikiwe Express
Way, Jabi, Abuja**

**FACULTY OF SCIENCES
DEPARTMENT OF COMPUTER SCIENCE
JULY 2017 EXAMINATION**

Course Code: CIT 708

Course Unit: 2

Course Title: Concepts and Application of e-business

Instruction: Answer Question One and Any Three Other Questions

Time allowed: 2

- 1a. Define e-Commerce
4 marks
- b. Identify the site features of e-Commerce.
4 marks
- c. What is the Purpose of e-Business Strategy Development?
5 marks
- d. Explain four Benefits of e-Commerce & e-Business?
8 marks
- e. What is driving the adoption of B2B models?
4 marks

- 2a. list three typical business transactions in e-Business?
3 marks
- b. What impact is electronic commerce having on economies and society today?
6 marks
- c. Write a short note on the following
 - i. JavaScript
 - ii. Active Server Pages

iii. Cookies
marks

6

3a. Identify the main players of e-Business.
3 marks

b. Enumerate the conditions for e-Business?
3 marks

c. Critically examine the first mover advantage.
4 marks

d. Show diagrammatically the information hub model.
5 marks

4a. List and discuss any two phases in e-Business cycle.
6 marks

b. Define Planning Synchronization
marks 2

c. What are the reasons advanced for the investors preference for capital gains over dividends

3 marks

d. List the lessons from the experience of Dot-Com crash
4 marks

5a. List any four kinds of modeling diagrams and illustrate any two of them
10 marks

b. Explain why UML is important
3 marks

c. what is a model
2 marks

6a. Define the following terms

- i. Web Site
- ii. HTML
- iii. CSS
- iv. SMTP
- v. SSL

- vi. URL
- vii. Browser

7 marks

- b. write a short note on the e-Business evolution phases.
5 marks
- c. enumerate three obstacles to the success of Established Enterprises
3 marks