



**National Open University of Nigeria**  
**Plot 91, Cadastral Zone, Nnamdi Azikwe Express Way, Jabi – Abuja**

**Faculty of Sciences**  
**October/November Examination 2016**

**Course Code:** CIT708

**Course Title:** Concepts and Application of e-Business

**Credit Unit:** 2

**Time Allowed:** 2 hrs

**Instruction:** Attempt any four (4) questions

**Questions**

1.

- a. What is eCommerce marketing (2 marks)
- b. List 5 e-commerce marketing strategies (2.5 marks)
- c. Briefly explain e-commerce web design. (5 marks)
- d. Discuss briefly 4 questions that must be answered before engaging in e-commerce to assess readiness? (8 marks)

2.

- a. Briefly discuss Moore's Law (7 marks).
- b. Briefly discuss Metcalf's Law. As part of the discussion, highlight its contextual relationship with Reed's Law.(7 marks).
- c. Define the term "web service". (3.5 marks)

3.

- a. Briefly discuss the Bandwidth Scaling Law (5 marks).
- b. Briefly discuss SOAP (4 marks).
- c. Briefly discuss pervasive computing (5 marks).
- d. Briefly discuss e-business infrastructure. Highlight at least 3 infrastructure components. (3.5 marks).

4

- a. State and explain 3 levels in which the component technology paradigm can be applied. (4.5 marks).
- b. Explain the following channel management strategies used in running e-business:
  - i. Traditional channels promote the Web channel. (2 marks)
  - ii. Web channel used to explore new markets. (2 marks)
  - iii. Integrate the Web and traditional channels. (2 marks)
  - iv. Cannibalize traditional channels. (2 marks)
- c. Briefly explain the first mover advantage (5 marks).

5.

- a. State and explain 3 challenges involved in assessing the value of e-business technology to an enterprise. (4.5 marks)
- b. With the aid of a diagram, explain the e-business cycle (13 marks).

6.

- a. Briefly discuss CRM in the context of e-business application development. In your explanation, highlight questions that must be answered before developing a CRM application as well as the benefits of CRM in e-business. (9.5 marks).
- b. List 3 areas where use case diagrams are useful (3 marks).
- c. Explain briefly the following concepts:
  - i. Buy-side model (2.5 marks)
  - ii. Sell-side model (2.5 marks)