



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SEPTEMBER/OCTOBER 2015 EXAMINATION

SCHOOL OF SCIENCE AND TECHNOLOGY

COURSE CODE: CIT415

COURSE TITLE: Introduction To E_Commerce

Time: 2½ Hours

Instruction: Answer any Four (4) questions.

- 1a. Briefly explain why internet is not secure for business transaction in e-commerce and e-business. *[7½ marks]*
- 1b. Explain what is meant by B2B(Business-to-Business) type of e-commerce. *[10 marks]*
- 2a. Explain what is meant by B2G (Business-to-Government) e-commerce. *[7½ marks]*
- 2b. Explain what is meant by Payment-processing companies. *[10 marks]*
- 3a. Write short note on Kelly's rules in relations to e-commerce. *[7½ marks]*
- 3b. Name and define any five (5)types of B2C (Business-to-Consumer) e-commerce. *[10 marks]*
- 4a. Explain what is meant by the World Wide Web. *[7½ marks]*
- 4b. Despite the contribution of e-commerce to the development of the society, discussfour (4) short comings of e-commerce. *[10 marks]*
- 5a. Highlight the seven (7) steps on how to create and maintain a successful web presence. *[5 marks]*
- 5b. List and explain five (5) different order statuses. *[12½ marks]*
- 6a. Define order processing *[4 marks]*
- 6b. Give six features of successful e-commerce? *[6 marks]*
- 6c. State any five (5) source where orders may be form. *[7.5 marks]*