



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS**  
**SCHOOL OF SCIENCE AND TECHNOLOGY**  
**MARCH/APRIL 2015 EXAMINATION**

**SCHOOL OF SCIENCE AND TECHNOLOGY**

**Course code:** CIT415  
**Course Title:** Introduction to e\_Commerce  
**Time:** 3 Hours

**Instruction: Answer any Four (4) questions.**

- 1a. Explain what is meant by B2B (Business-to-Business) type of e-commerce. *[4 marks]*
- 1b. What are the experiences that can be referred to as “under malicious threats?” *[6 marks]*
- 1c. Briefly explain why Internet is not secure for business transaction in e-commerce and e-business. *[7½ marks]*
- 2a. Explain what is meant by Payment-processing companies. *[4 marks]*
- 2b. Explain the two types of specialized e-commerce software *[6 marks]*
- 2c. Explain what is meant by B2G (Business-to-Government) e-commerce. *[7½ marks]*
- 3a. Outline any five (5) benefits of Selling Online *[5marks]*
- 3b. Name and define any five (5) types of B2C (Business-to-Consumer) e-commerce. *[5 marks]*
- 3c. Write short note on Kelly’s rules in relations to e-commerce. *[7½ marks]*
- 4a. Explain what is meant by the World Wide Web. *[3½ marks]*
- 4b. Despite the contribution of e-commerce to the development of the society, discuss four (4) short comings of e-commerce. *[6 marks]*
- 4c. Itemize four (4) Advantages and (4) disadvantages of using of Payment Processing Company. *[8 marks]*
- 5a. Highlight the seven (7) steps on how to create and maintain a successful web presence. *[4marks]*
- 5b. Give and explain four examples of store-building shopping cart software available in the market *[6 marks]*
- 5c. List and explain three (3) different order stature. *[7½ marks]*

- 6a. Define order processing, and state any five (5) sources where orders may be formed.  
*[4 marks]*
- 6b. Give six features of successful e-commerce?*[6 marks]*
- 6c. Explain what is meant by handling customer returns? *[7<sup>1</sup>/<sub>2</sub> marks]*