



**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: CIT708
Course Title: Concepts and Application of e-Business
Time: 2 hrs
Course Credit Unit: 2

Instruction: Attempt any four (4) questions. Each question carries 17½ marks

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)