



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS**  
**MARCH/APRIL 2016 EXAMINATION**

**SCHOOL OF SCIENCE AND TECHNOLOGY**

**COURSE CODE:** CIT415  
**COURSE TITLE:** Introduction to Ecommerce

**Time:** 2 Hours  
**Instruction:** Answer any Four (4) questions.

- 1a. Briefly explain why internet is not secure for business transaction in e-commerce and e-business. *[7<sup>1</sup>/<sub>2</sub> marks]*
- 1b. Explain what is meant by B2B (Business-to-Business) type of e-commerce. *[5 marks]*
- 1c. Discuss the merits and demerits of B2B (Business-to-Business) *[5 marks]*
  
- 2a. Explain the functions of Payment-processing companies. *[10 marks]*
- 2b. Explain what is meant by B2G (Business-to-Government) e-commerce. *[7<sup>1</sup>/<sub>2</sub> marks]*
  
- 3a. Name and define any five (5) types of B2C (Business-to-Consumer) e-commerce. *[10 marks]*
- 3b. Write short note on Kelly's rules in relations to e-commerce. *[7<sup>1</sup>/<sub>2</sub> marks]*
  
- 4a. What is meant by World Wide Web and what are its contributions to e\_business. *[7<sup>1</sup>/<sub>2</sub> marks]*
- 4b. Despite the contribution of e-commerce to the development of the society, discuss four (4) short comings of e-commerce. *[10 marks]*
  
- 5a. List and explain five (5) different order statuses. *[12<sup>1</sup>/<sub>2</sub> marks]*
- 5b. Highlight the seven (7) steps on how to create and maintain a successful web presence. *[5 marks]*
  
- 6a. Give six features of successful e-commerce? *[6 marks]*
- 6b. Define order processing, and state any five (5) source where orders may be form. *[11<sup>1</sup>/<sub>2</sub> marks]*