



NATIONAL OPEN UNIVERSITY OF NIGERIA
SCHOOL OF SCIENCE AND TECHNOLOGY

CIT608: Concepts and Application of e-Business

Instruction: Attempt any four (4) questions

Time: 2 hrs

Question 1

- a) What is e-Business? (5 marks)
- b) Define e-Enterprise (5 marks)
- c) Discuss, in writing, e-business readiness check (15 marks)

Question 2

- a) Discuss, in writing, the prominent channel management strategies used in running e-Businesses. (10 marks)
- b) There are three general ways that exponential processes can end:

bi) List these three ways. (3 marks)

b ii) Write short notes on these three ways. (12 marks)

Question 3

- a) State Metcalf's Law (5 marks)
- b) What is SOAP? (5 marks)
- c) Discuss, in writing, the major areas where B2B e-commerce has made the most impact. (15 marks)

Question 4

Write briefly on any 5 stages of probably processing orders.

Total = (25 marks)

Question 5

Define the following:

- (i) Website
- (ii) Web-pages
- (iii) HTML
- (iv) Cascading Style Sheets
- (v) JavaScript

(5 marks each, total = 25 marks)

Question 6

- a) List seven Factors limiting businesses from benefiting from the traditional EDI (Electronic Data Interchange) (25 marks)

