



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16, Ahmadu Bello Way, Victoria Island

SCHOOL OF SCIENCE AND TECHNOLOGY
October, 2013 Examination

Course Code: CIT708

Time Allowed: 2 hrs

Course Title: Concepts and Application of e-Business

Instruction: Attempt any four (4) questions

Question 1

- 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).

Question 2

- 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).

Question 3

Define the following:

- (i) PhP
- (ii) Homepage
- (iii) HTML
- (iv) Business Website
- (v) JavaScript

(3.5 marks each)

Question 4

- a) List application servers for building, running, and managing advanced e-Business applications (5 marks)

- b) What is SOAP?
(3.5 marks)
- c) Outline the e-business readiness check.
(5 marks)
- d) State Metcalfe's Law (3.5 marks)

p.t.o

Question 5

- i) What is e-Business? (5 marks)
- ii) Define e-Enterprise (5 marks)
- iii) How many variations are there on e-Commerce/e-Business transactions?
(3.5 marks)
- iv) What are the benefits of e-commerce web design? (4 marks)

Question 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 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)