



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS**  
**SCHOOL OF SCIENCE AND TECHNOLOGY**  
**MAY/JUNE 2012 EXAMINATION**

CIT 415 INTRODUCTION TO E\_COMMERCE  
TIME ALLOWED: 3 HOURS

INSTRUCTION: ANSWER ANY FIVE QUESTIONS IN ALL

- 1a. Explain what is meant by B2B (Business-to-Business) type of e-commerce. *[10 marks]*
- 1b. Despite the contribution of e-commerce to the development of the society, discuss its short comings. *[8 marks]*
- 1c. What is online shopping? *[2 marks]*
  
- 2a. Explain what is meant by Payment-processing companies. *[5 marks]*
- 2b. Name and define any ten (10) types of B2C (Business-to-Consumer) e-commerce. *[10 marks]*
- 2c. List any five (5) issues that should be addressed in a website development agreement. *[5 marks]*
  
- 3a. Explain what is meant by the World Wide Web. *[4 marks]*
- 3b. List and explain the different order statuses. *[12 marks]*
- 3c. Write short notes on the forms of B2G (Business-to-Government) e-commerce. *[4 marks]*
  
- 4a. Explain three forces that energise e-commerce? *[10½ marks]*
- 4b. Give six features of successful e-commerce? *[6 marks]*
- 4c. Explain what is meant by handling customer returns? *[3½ marks]*
  
- 5a. Explain the impact of B2B (Business-to-Business) markets on the economy of developing countries. *[9 marks]*
- 5b. Discuss e-business. *[5 marks]*
- 5c. Briefly explain how the problem associated with security and privacy in e-commerce and e-business development can be solved. *[6 marks]*
  
- 6a. Distinguish between the e-commerce and the e-business. *[6½ marks]*
- 6b. Discuss the contribution of e-commerce to the organization. *[10 marks]*
- 6c. Highlight the steps on how to create and maintain a successful web presence. *[3½ marks]*

- 7a. Define Kelly's rules in relations to e-commerce. *[6 marks]*
- 7b. Explain how to register a domain name? *[6 marks]*
- 7c. Define order processing, and state any four (4) source where orders may be form. *[8 marks]*