**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**

**FACULTY OF MANAGEMENT SCIENCES**

**JANUARY 2018 EXAMINATION**

**EXAM QUESTIONS**

**COURSE CODE: ENT 401 COURSE UNIT: 2**

**COURSE TITLE: E-BUSINESS**

**TIME ALLOWED: 2 HOURS**

 **Instructions: 1. Attempt question Number one (1) and any other two (2).**

 **2. Question 1 carries 30 marks,**

 **while the other questions carry 20 marks each.**

 **3. Present all your points in coherent and orderly manner.**

**Question 1**

1. What is telecommunication network? (5 marks)
2. List and explain five types of telecommunication networks (5 marks)
3. What is E-commerce? (5 marks)
4. Explain the three types of E-commerce (15 marks)

Total: 30 marks

Question 2

1. What is a website? (5 marks)
2. Explain 5 importance of website to business. (1 mark each i.e 5 marks).
3. What is web banner? (5 marks).
4. Briefly explain the concept of interactive advertising (5 marks)

Question 3

1. Briefly explain the concept of Digital Marketing (10 marks)
2. Explain the two forms of Digital Marketing (10 marks)

Question 4

1. What is mobile telecommunication? (5 marks)
2. Explain three types of mobile telecommunication? (15 marks)

Question 5 (20 marks)

Discuss how mobile telecommunication is important to an E-business. (20 marks)