



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
EXAMINATION 2019_2
EXAM QUESTIONS

COURSE CODE: ENT 401

CREDIT UNIT: 2

COURSE TITLE: E-BUSINESS

TIME ALLOWED: 2 HOURS

- Instruction: 1** **Attempt question number one (1) and any other two (2)**
- 2.** **Question number one (1) is compulsory and attracts 30 marks, while any other two questions attract 20 marks each**
- 3.** **Present your answers to each question in a clear and orderly manner**

Question 1

Briefly explain the following terms: (30 marks)

- i.** Zero-based Budgeting (ZBB) (5 marks)
- ii.** Internet Firewall (5 marks)
- iii.** Biometrics (5 marks)
- iv.** The Internet (5 marks)
- v.** A Server (5 marks)
- vi.** A website (5 marks)

Question 2

Website is an expensive adventure. It tends to aggravate the problem it tends to solve, hence it is necessary business tool. Discuss five benefits of a website to a business (20 marks)

Question 3

- a.** Define mobile communication and give an example (5 marks)
- b.** Explain the four types of mobile communications (15 marks)

Question 4

- a.** Elucidate on the term telecommunication (5 marks)
- b.** State the benefits of mobile communication to an e-business (15 marks)

Question 5

Think of a new product you've seen recently. List and explain the steps of the marketing opportunity analysis framework (20 marks)