



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES EXAMINATION**  
**2020\_2 EXAMINATION.**

**COURSE CODE: ENT401**

**CREDIT UNIT: 2**

**COURSE TITLE: E-BUSINESS**

**TIME ALLOWED: 2 HOURS**

**Instructions:**

- 1. Attempt question Number one (1) and any other two (2).**
- 2. Question number 1 is Compulsory and carries 30 marks, while the other questions carry 20 marks each.**
- 3. Present all your points in coherent and orderly manner.**

1. What are the similarities and dissimilarities between Social Media Optimization and Digital Marketing? (30marks).
- 2a. What is E-procurement, and highlight its advantages and disadvantages in the digital age? (10marks)
- 2b. Describe the phenomenon of online shopping, and identify the target audience of online shopping when viewed in relations to companies such as Jumia, Konga, Jiji and others. (10marks).
- 3a. What are the operational issues, dangers and security concerns that are associated with internet marketing, online shopping and E-Business generally? (10marks).
- 3b. Before jumping at business offers on the internet in the face of security issues, what is E-Marketing Opportunity Analysis and its benefits to entrepreneurs? (10marks).
- 4a. Define the term E-Marketing plan, and discuss the Four Ps of Marketing. (10marks).
- 4b. Identify and explain the communication types and steps in the communication process.(10marks).
- 5a. Define financial appraisal and discuss the techniques for appraising the finances of a potential project. (10marks).
- 5b. Explain the concept of copyright and its benefits for E-Business project.(10marks).