



NATIONAL OPEN UNIVERSITY OF NIGERIA

91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja

FACULTY OF MANAGEMENT SCIENCES

2022_1 EXAMINATIONS.

Course Code: ENT 401

Course Title: e-BUSINESS

Credit Unit: 2

Instructions:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other two (2) questions**
- 3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20marks each**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

EXAMINATION QUESTIONS

Question 1a: Discuss the importance of Internet Marketing Strategy **(10 Marks)**

Question 1b: What is the Meaning of Internet? Discuss **(10 Marks)**

Question 1c: Mention five (5) principal bodies providing allocation and registration services that support the operation of the Internet globally **(10 Marks)**

Question 2: Define telecommunication and mention any five (5) types of telecommunication networks **(20 Marks)**

Question 3a: Discuss any five (5) incidences of Information System Breakdown **(10 Marks)**

Question 3b: Discuss reasons why any business should adopt Social Media Marketing **(10 Marks)**

Question 4: What is the Importance of e-business **(20 Marks)**

(Wishing you all the very best)