



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**

**FACULTY OF MANAGEMENT SCIENCES**

**2020\_1 EXAMINATIONS**

**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**

1. (a) Highlight the effect of Internet on Firms' Internationalization Capacity (15marks)  
(b) Explain five (5) importance of website to business. (15 marks)
2. (a) State the benefits of telecommunication to an e-business. (10 marks)  
(b) Explain the three (3) types of e-business (5 Marks)  
(c) Explain the concept of Digital Marketing (5marks)
3. (a) As an entrepreneur, name and explain the main Types of E-business which one can engage in? [10 marks]  
(b) Mention and discuss six (6) main types of e-procurement methods [10marks]
4. E-business is usually seen to be important to the growth of business establishment. As an entrepreneur, state and explain the importance of participating in an e-business system? [20marks]
5. Data has proven to be a vital means of sourcing for information which also aide in analyzing a market space bringing out favorable decision outcome. Discuss the valuing of data as a need for e-business security. [20 marks]