

**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS**

**SCHOOL OF SCIENCE AND TECHNOLOGY**

**JUNE/JULY EXAMINATION**

**COURSE CODE: CIT708**

**COURSE TITLE: Concepts and Application of e-Business (2units)**

**TIME ALLOWED: 2hrs**

**INSTRUCTION: Attempt any four (4) questions**

1.a. What is eCommerce marketing (2 marks)

b. List 5 e-commerce marketing strategies (2.5 marks)

c. Briefly explain e-commerce web design. (5 marks)

d. Discuss briefly 4 questions that must be answered before engaging in e-commerce to assess readiness? (8 marks)

2. a. Briefly discuss Moore’s Law (7 marks)

b. Briefly discuss Metcalf’s Law. As part of the discussion, highlight its contextual relationship with Reed’s Law.(7 marks)

c. Define the term “web service”. (3.5 marks)

3.a. Briefly discuss the Bandwidth Scaling Law(5 marks)

b. Briefly discuss SOAP (4 marks)

c. Briefly discuss pervasive computing (5 marks)

d. Briefly discuss e-business infrastructure. Highlight at least 3 infrastructure components.

(3.5 marks)

4 a. State and explain 3 levels in which the component technology paradigm can be applied.

(4.5 marks).

1. Explain the following channel management strategies used in running e-business:
2. Traditional channels promote the Web channel.(2 marks)
3. Web channel used to explore new markets.(2 marks)
4. Integrate the Web and traditional channels. (2 marks)
5. Cannibalize traditional channels.(2 marks)
6. Briefly explain the first mover advantage (5 marks)

5. a. State and explain 3 challenges involved in assessing the value of e-business technology to an enterprise.(4.5 marks)

b. With the aid of a diagram, explain the e-business cycle (13 marks)

6.a. Briefly discuss CRM in the context of e-business application development. In your explanation, highlight questions that must be answered before developing a CRM application as well as the benefits of CRM in e-business. (9.5 marks)

b. List 3 areas where use case diagrams are useful (3 marks)

c. Explain briefly the following concepts:

i. Buy-side model (2.5 marks)

ii. Sell-side model (2.5 marks)