NATIONAL OPEN UNIVERSITY OF NIGERIA,

PLOT 91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI – ABUJA

FACULTY OF SCIENCES

2021_2 45678

Course Code: CIT 415
Course Title: INTRODUCTION TO E-COMMERCE
Time: 2 Hours 30 minutes
Credit: 3 Units
Instruction: Attempt 5 questions. Question1 is Compulsory and any other four (4) Questions

Q1a. In what ways do you think governments can use e-commerce with a view to improving their economic efficiency? (4 marks)
b. Briefly highlight any four (4) e-commerce technologies that can be available to beginning e-commerce merchants (4 marks)
c. What are the requirements for applying for an internet merchant account? (2 marks)
d. Describe using appropriate examples the two (2) major types of search engines we have (4 marks)

(e) Give four (4) benefits of E-Commerce Web Design (4 marks)
(f). Define the following e-commerce terminologies
i. Commerce Server   ii. Cross Promotion   iii. Delayed Settlement Processing
iv. Cookies (4 marks)

Q2a. Having successfully developed an e-commerce website, what will make you say that it is a success or failure? (4 marks)
b. What are the advantages of setting up a sophisticated online shop? (4 marks)
c. Give the distinction between Hosted software and a Licensed Software (4marks)

Q3a. Consider an e-commerce website that deals with books; clearly show how to perform order processing (5 marks)
b. Enumerate four (4) basic functions of a shopping cart ordering system (4 marks)
c. What do you understand by the term Document Confidentiality? (3 marks)

Q4a. Explain three (3) order fulfillment issues prevalent in e-commerce (6 marks)

b. List three (3) elements that should be included in your product catalog in order to achieve rankings in search engines (3 marks)

c. Briefly explain three (3) types of Business-to-Consumer (B2C) E-Commerce (3 marks)

Q5a. Explain the following types of Online Shops

i. Online auctions   ii. Classifieds   iii. Portals   (6 marks)

b. Enumerate three (3) benefits of E-Commerce to Organizations (3 marks)

c. What are the three (3) steps of a typical payment transaction process when someone makes a purchase through a shopping cart? (3 marks)

Q6a. Discuss three (3) types of Shopping Carts citing examples as appropriate (6 marks)

b. What sequence of decisions will you recommend to a person intending to start an online store from scratch? (3 marks)

c. List any three (3) problems of a Shopping Cart (3 marks)