NATIONAL OPEN UNIVERSITY OF NIGERIA,

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

FACULTY OF SCIENCES

2021_1 EXAMINATION 1234I

Course Code: CIT 415

Course Title: INTRODUCTION TO E-COMMERCE
Time: $2^{1/}_2$ Hours
Credit: 3 Units
Instruction: Attempt 5 questions. Question1 is Compulsory and any other four (4) Questions

Q1a. As an e-commerce practitioner, you have been invited to speak at a conference with audience from both the private and public sector, how will you respond if asked to enumerate six (6) public policy issues in electronic commerce that governments should take heed of? **(6 marks)**
b. State the necessary steps required when registering a domain name **(4 marks)**
c. List the four (4) major types of e-commerce we have **(4 marks)**
d. List three (3) common security controls introduced to reduce risk associate with ecommerce systems **(3 marks)**
(f) Define the following e-commerce terminologies
i. Address Verification   ii. Certificate Authority   iii. Digital Certificate iv.   Domain Name v. Shipping Confirmation **(5 marks)**

Q2a. In order to survive competition, you need to devise ways of setting your site distinct from the rest. Enumerate any four (4) techniques you can use to achieve this objective **(4 marks)**
b. Enumerate any four (4) Shopping Cart Problems you know **(4 marks)**
c. Give four limitations of e-Commerce to Society **(4 marks)**

Q3a. What is a database server? State three (3) different ways a shopping cart can fail when the database server goes wrong **(6 marks)**
b. State the two (2) schools of thought in choosing domain names for e-commerce sites **(2 marks)**
c. State four (4) benefits of e-commerce to consumers **(4 marks)**

Q4a. List and explain three (3) order status options you know **(6 marks)**

b. What do you understand by the term Digital Right Management? **(3 marks)**

c. State three (3) important points a person should consider before selecting a shopping cart **(3 marks)**

Q5a. Explain the term Order Processing **(3 marks)**

b. State three (3) advantages of selling online over selling by conventional methods (3 marks)

c. Briefly explain the following Online Payment Concepts

i. Acquirers   ii. Internet Merchant Accounts   iii.   Payment   Service Providers **(6 marks)**

Q6a.Describe the general steps that a typical e-business will follow to establish an e-commerce site **(5 marks)**

b. Explain the term Software as a service (SaaS) **(3 marks)**

c. List four (4) approaches that can be taken for delivering digital products to customers **(4 marks)**