

**National Open University of Nigeria**

**Plot 91, Cadastral Zone, NmandiAzikiwe Express Way, Jabi, Abuja**

**Faculty of Sciences**

**July 2018 Examinations**

**Course Code: CIT415**

**Course Title: Introduction to E-Commerce**

**Time Allowed: 3hours**

**Credit Unit: 3**

**Instruction: Answer QUESTION one (1) and four (4) others**

1**.**(a) List the **four (4)** major types of e-commerce. . **(2 marks)**

(b) Explain what is meant by B2C type of e-commerce. **(7marks)**

(c) Outline and discuss the impact of B2B markets on the economy of developing countries. **(7 marks)**

(d) Describe briefly the benefits of e-commerce to organisations. **(6 marks)**

2. Briefly explain the following e-commerce terminologies:

i) Digital Certificate

ii) Cookies

iii) Certificate Authority

iv) Keywords

v) Cross Promotion

vi) Drop Ship

**(12 marks)**

3. (a) There are so many e-commerce pitfalls, list **six (6**) e-commerce pitfalls with respect to marketing considerations and explain extensively. **(9 marks)**

(b) Explain **three (3)** differences between e-commerce and e-business. **(3 marks)**

4. (a) Explain briefly what you understand by the term Order Processing. **(2 marks)**

(b) List **four (4)** examples where orders may come from with respect to e-commerce. **(2 marks)**

(c) Write short notes on the following:

i) Mailing list

ii) FTP

iii) Email

iv) Kelly’s Rules

**(8 marks)**

5. (a) Security is a critical area for safe and effective functioning of an e-business. As a Web DesignConsultant, you have been contracted to design an e-commerce website, taking into account security concerns. Describe the security issues involved in the design of the website for the client. **(8 marks)**

(b) State **four (4)** security considerations for hosting agreements you would include in your draft for the e-business client. **(4 marks)**

6. (a) Explain in detail the functions of a Payment Processor. **(8 marks)**

(b) Describe briefly, what is a Payment Gateway? **(2 marks)**

(c) Explain briefly what is meant by the term, Digital Rights Management. **(2 marks)**