



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SCIENCES
DEPARTMENT OF COMPUTER SCIENCE
OCTOBER, 2019 EXAMINATIONS

COURSE CODE: CIT415

COURSE TITLE: INTRODUCTION TO E-COMMERCE

COURSE CREDIT: 3 UNITS

TIME ALLOWED: 2½ HOURS

INSTRUCTION: ANSWER QUESTION 1 AND ANY OTHER FOUR (4) QUESTIONS

Question 1(22 marks)

- a(i) Mention any five (5) B2C retailer components (2.5 marks)
- (ii) State two reasons why the internet is regarded as not being secure (2 marks)
- (iii) State three payment options e-business have in structuring agreements of renting advertising space (1.5 marks)
- (iv) Define Payment gateway (0.5 mark)
- b(i) State 3 security issues in E-commerce (3marks)
- (ii) State 5 benefits of selling online (2.5 marks)
- (iii)State three advantages of utilizing a host (1.5 marks)
- c (i) State the core sales order functions (2.5 marks)
- (ii)Mention 4 distribution channels available for delivery of goods (2 marks)
- (iii)State four considerations to take in choosing the right outsourcing fulfillment service partner. (2 marks)
- (iv)State any four malicious threats to e-commerce systems (2 marks)

Question 2 (12 marks)

- a. (i) State four evaluation criteria for order processing (2 marks)
- (ii)Write a short note on RFID (2 marks)

- b. Briefly explain four ways B2B markets has impacted on the economy of developing countries (4 marks)
- c.(i). Explain the three major forces fuelling e-commerce (3marks)
- (ii) Briefly state what a stateless server is (1mark)

Question 3 (12 marks)

a.(i) Briefly explain the following terms :

- I. e-mail opt-in scheme
- II. e-mail opt- out scheme. (1.5 marks each)

(ii) List any three web development methodologies and compare them under the following headings: *philosophy, key techniques and tools, focus of methodology and systems development view*

- b. (i) Briefly explain three (3) ways of handling order fulfillment issues (3 marks)
- (ii) . State how to achieve rankings in search engines through product catalog (3 marks)

Question 4 (12 marks)

- a. (i) State any four functions of a payment processor (2 marks)
- (ii) State any four measures that can be adopted to reduce vulnerability in e-commerce environment (2 marks)
- b. (i) In what two ways does B2B differ from most shopping carts (2 marks)
- (ii) State 4 ways cryptography can fail (2 marks)
- c. Briefly explain the following e-commerce technologies (4 marks)
- i. search engine marketing

- ii. web analytics
- iii. E-mail marketing services
- iv. shipping rates

Question 5 (12 marks)

a. State four benefits of e-commerce to:

- I. organisations
- II. society
- III. consumers (6 marks)

b. (i) State three measures that can be adopted in addressing a stateless server (3 marks)

(ii) State three conditions for which online shop will thrive best (1.5 marks)

(iii) State any three threats digital right management can protect against. (1.5 marks)

Question 6 (12 marks)

.a. State any four components of E-frastructure (2 marks)

(ii) With the aid a diagram state the ICDM recommendations on the management and development of e-business systems (3 marks)

b. (i) Write briefly on any four order statutes you can choose from (4 marks)

(iii) State three risks that can arise due to computing infrastructure (3 marks)