



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESSWAY, JABI-ABUJA
FACULTY OF COMPUTING
DEPARTMENT OF COMPUTER SCIENCE
2025_2 EXAMINATIONS

Course Code: CIT415

Course Title: INTRODUCTION TO E- COMMERCE

Credit: 3 units

Time allowed: 3 Hours

Instruction: Answer Questions ONE (1) and any other THREE (3)

- 1a. Identify five (5) benefits of E-Commerce Web Design **(5 marks)**
- 1b. Describe with appropriate example, the two (2) major types of search engines available **(6 marks)**
- 1c. Outline any four (4) basic functions of a shopping cart ordering system **(4marks)**
- 1d. Explain three (3) types of Shopping Carts with appropriate examples **(10marks)**

Total = 25 marks

- 2a. Enumerate any ten (10) issues that required to be addressed in a website development contract. **(10 Marks)**
- 2b. Highlight any five (5) key elements that should be included in your product catalog in order to achieve rankings in search engines. **(5 Marks)**

Total = 15 marks

- 3a. Briefly describe any nine (9) categories of business to consumer B2C e- commerce. **(9 Marks)**
- 3b. There are issues limiting e-commerce and e-business development, enumerate any six (6) of these issues. **(6 marks)**

Total = 15 marks

- 4a. In what capacity can government use e-commerce to improve the economic growth and efficiency of a country? **(9marks)**
- 4b. Concisely highlight the requirement for applying for an internet merchant account. **(6Marks)**

Total = 15 marks

- 5a. Briefly discuss these e-commerce terminologies: **(8 Marks)**
 - i. Delayed settlement processing
 - ii. Commerce server
 - iii. Cookies
 - iv. Cross promotion
- 5b. Typically, a payment transaction process through the shopping cart would involve three 3 crucial steps. List them **(3marks)**
- 5c. What are the possible problems encountered in shopping cart? **(4 Marks)**

Total = 15 marks

- 6a. Enumerate any nine (9) e-commerce technologies available to start-ups e-commerce merchant. **(9marks)**
- 6b. Describe what is meant by handling customer returns? **(6marks)**

Total = 15 marks