



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2025_2 EXAMINATIONS

COURSE CODE: ENT401
COURSE TITLE: E - BUSINESS

CREDIT UNIT: 2

TIME ALLOWED: 3 HOURS

Instructions: 1. Indicate your Matriculation Number clearly

2. Attempt Question 1 and any other 2 questions

3. Question 1 carries 30 marks while others carry 20 marks each

4. Present all your points in coherent and orderly manner

1A. Mobile communication involves voice, text, and data transmission over wireless networks. Identify and describe the various types of mobile communication systems available today.

1B. Provide a brief overview of what "telecommunication" means and its role in modern communication systems.

1C. List and explain the different types of telecommunication networks commonly in use.

2A. Telecommunication is essential for team collaboration, enabling seamless connectivity across distances. Outline the benefits of telecommunication for e-business operations.

2B. E-commerce is broadly seen as transactions involving the buying and selling of goods or services online. Identify and discuss the various types of e-business.

3A. Explain the importance of e-business in today's digital economy.

3B. E-business models have become crucial for enhancing a company's competitiveness by adding value to its offerings. List and briefly explain different types of e-business models.

4. Outline the advantages of having a website for a business and how it can contribute to business growth and customer engagement.