



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2025_2 EXAMINATIONS.

COURSE CODE: ENT 811

CREDIT UNIT: 2

COURSE TITLE: E-BUSINESS AND EVENT MANAGEMENT

TIME ALLOWED: 2 hrs

INSTRUCTION: 1. Attempt question One (1) and any other two (2) question
2. Question number One (1) is compulsory and attracts 30 marks while any other two questions attracts 20 marks each.
3. Present your answers/points in a clear and orderly manner.

1.
 - a. Define the Internet. (5 marks)
 - b. List the principal bodies providing allocation and registration services of the Internet, at global regional levels. (10 marks)
 - c. Discuss the Internet as a business driver. (10 marks)
 - d. Describe the basic characteristics of events. (5 marks)
2.
 - a. List and explain the effect of Internet on firms' Internationalization Capacity. (10 marks)
 - b. List and explain the importance of E-business. (10 marks)
3.
 - a. Discuss fully the relevance of digital marketing in today's world. (10 marks)
 - b. Define E-Procurement. (5 marks)
 - c. List the various E-business models. (5 marks)
4.
 - a. Carefully, describe the 6 types of e-procurement. (10 marks)
 - b. In details, describe how mobile telecommunication is important to an E-business. (10 marks)
5.
 - a. Define the concept Internet Firewalls. (5 marks)
 - b. Discuss the benefits of the Internet Firewall. (10 marks)
 - c. Discuss the limitations of Internet Firewall. (5 marks)