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THE OPEN UNIVERSITY OF SRI LANKA  
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC ADMINISTRATION  
PROGRAMME  
FINAL EXAMINATION 2020  
E-COMMERCE MCPA301/MCP2601

DURATION THREE (03) HOURS

DATE: 30<sup>th</sup> August 2020

TIME: 1.30pm - 4.30pm

**INSTRUCTIONS**

01. Answer Four (04) questions including Question (Q1) (compulsory question).
02. Write legibly and be focused.
03. Question No.1 carries 46 marks and questions in Part-B carries 18 marks each.

**Part A – Compulsory question**

**Question 1**

Assume that you are running a long-established family retail business store of handicrafts and local products done with cane, batik, clay and traditional homemade food. In the present pandemic situation, it has been decided to enhance the business to cater Internet users as well.

- (i) It is important for you to be aware of the advantages, disadvantages, and challenges of moving to online channels.  
List two (2) advantages, two (2) disadvantages and two (2) challenges that you would encounter. Discuss how you plan to face the said challenges and possible actions that could be used to lessen or eliminate the disadvantages. (8 Marks)
- (ii) Briefly explain the modes that would be used to gather orders from your customers and process them through e-commerce. (8 Marks)
- (iii) Briefly explain “Mobile is the future of e-commerce” and the steps that have to be taken by your business to make it possible to adopt mobile ecommerce (m-commerce). (5 Marks)
- (iv) The Government initiatives of promoting clay and pottery products is predicted to be ready to cater for the international market as well. Assume that you decide to develop a mobile app for your business as well. Describe how you can use characteristics of information, reach, richness, and affiliation to make an impact on the sales through the mobile app. (7 marks)

- (v) Customer stickiness is an important factor that keeps the online users bind to a website. Describe 3 customer relationship management techniques that can be used in the proposed ecommerce site. (6 marks)
- (vi) List three (03) distribution channels and discuss any two (2) of them that you may use in ecommerce based business. (6 marks)
- (vii) Discuss how the three (03) processes given below need to be enhanced in e-business compared to the experience you have achieved by running a long-established retail store. (6 marks)
- Production processes
  - Customer-focused processes
  - Internal management processes

**Part B - Answer any Three (03) questions from the following**

**Question 2**

- (i) At present ecommerce has become one of the most attracted modes of trading. Discuss how you could use social media to attract customers to an ecommerce website. (6 marks)
- (ii) Describe how you can measure the effectiveness of the social media campaign adapted for ecommerce. (6 marks)
- (iii) Social media platforms are a good ground for customers as well as non customers to discuss a certain product/service offered by an ecommerce website and they are free to express positive as well as negative comments. Discuss how you will address false negative comments that appear in social media networks. (6 marks)

**Question 3**

- (i) Complete this table by giving an appropriate example with their uniqueness for each type of e-commerce business category. You need to write answers for this question in your answer book. (8 marks)

Category	Example	Uniqueness
B2C		
B2B		
C2C		
B2G		

- (ii) "With the development of technology, categorizing an ecommerce site exactly into one business model is not advisable because their boundaries are not definite at present". Discuss the validity of the above statement using some real world examples. (5 marks)
- (iii) Propose a suitable business model for a social network website. (5 marks)

#### **Question 4.**

Assume that as a music lover you think of starting an ecommerce website for music lovers. You plan to develop the site with additional features than mere downloading songs only.

- (i) State five (05) features that you think of integrating to the website and how you plan to achieve them. (7 marks)
- (ii) Describe three (03) techniques that can be used to maintain Intellectual Property Rights in your ecommerce website. (5 marks)
- (i) Assume that you allow the users to upload songs to your website. A singer complains that a collection of songs are uploaded to your website without getting the permission from the singer and demands that action will be taken against you unless you reveal the name and the address of the user. What is your defense if any? (6 marks)

#### **Question 5**

Home crochet is a small business run by Ms. Malkanthi where she sells garments. All garments are produced by her and the selling outlet is also located at her home. When Malkanthi notices the increased interest among people for her garments she thinks of moving to Internet marketing by having an ecommerce site.

- (i) Perform a SWOT analysis for the above scenario. (6 marks)
- (ii) After performing the SWOT analysis identify two challenges that Malkanthi will have to face and describe how she can overcome those challenges. (4 marks)
- (iii) In order to do online transactions a payment mode needs to be identified. Suggest two online payment modes that Malkanthi can integrate to her ecommerce site with justifications. (4 marks)

- (iv) After conducting her operations for some time, she realizes that customers are concerned about the security of the transactions they make. Describe two methods that Malkanthi can adopt in the ecommerce site to facilitate secure online transactions. (4 marks)

**Question 6**

- (i) At present Electronic data interchange (EDI) is very common among business organizations. Outline any four types of business information that can be exchanged using EDI. (4 marks)
- (ii) It is commonly known that minors become victims of unethical promotions and campaigns of adverse services and products due to lack of awareness and self regulations. Outline the effectiveness and sustainability of awareness and self-regulation programmes in the area of electronic commerce. (6 marks)
- (iii) Write short notes on
- a. Cookies
  - b. Virtual market place
  - c. Cybersquatting
  - d. Intermediaries
- (2 marks × 4 = 8 marks)

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