

THE OPEN UNIVERSITY OF SRI LANKA  
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC  
ADMINSTRATION (CEMBA/CEMPA) PROGRAMME

LEVEL 9

E-COMMERCE MSPA301/MCP2601

FINAL EXAMINATION - 2021

DURATION – THREE (03) HOURS [ANSWERS SHOULD BE COMPLETED AND  
UPLOADED WITHIN THREE (03) HOURS]



**Date: 22<sup>nd</sup> August 2021**

**Time: 1.30 pm –4.30 pm**

**Note to the students:**

- Answer All Questions.
- This question paper carries 2 questions. Each student will have a unique answer option which is decided based on their Student Registration Number.
- Please follow the given instructions to know the answer option relevant to you.
- Only the answers attempted according to the correct answer option as per the **Table 1** will be evaluated.
- Answers should be focused and methodical.
- Write down your Student Registration Number on each page. All pages should be numbered and properly arranged and submitted electronically.
- All written answer scripts should be safely kept with you and need to be submitted to the University when instructed.

**WRITE DOWN THE FOLLOWING (1) and (2) ON THE FIRST PAGE OF YOUR ANSWER SHEETS.**

1) Student Registration Number	<input type="text"/>
2) Refer <b>Table 1</b> and write the answer scenario relevant to you.	<input type="text"/>

**Table 1**

Last digit of the Student Registration Number	Relevant answer scenario for you
0, 2, 4, 6, 8	A
1, 3, 5, 7, 9	B

## Question No. 01

Consider the two scenarios given below and select the scenario that is relevant to you based on the answer given for the question 4 above.

### Scenario A

Assume that you are running a long-established traditional homemade retail food business. With the prevailing pandemic situation, it is being noted that if you do not change the mode of operation, organizational survival has become very challenging. Therefore, it was decided to have an ecommerce site immediately to continue with the business.

### Scenario B

Assume that you are the CEO of a supermarket chain in Sri Lanka. In the previous days the main mode of marketing is by selling to the in-store customers. With the prevailing pandemic situation, it is identified that dealing only with the in-store customers is not profitable at all. Therefore, the management decided to develop a strong ecommerce site for the supermarket chain to sustain the market share.

Based on the scenario that is relevant to you, answer the following questions.

- (i) Perform a SWOT analysis for the scenario relevant to you. (8 Marks)
- (ii) From the identified weaknesses in the SWOT analysis describe what steps you can take to overcome each of the identified weakness. (4 marks)
- (iii) Select a one particular strength that you think is most valuable to your business and describe a mechanism how you promote that strength through ecommerce to build up your e-business. (8 marks)
- (iv) Briefly explain how would you gather orders from your customers and process them through the e-commerce platform. (8 Marks)
- (v) With the present pandemic situation people have switched to use of mobile apps frequently. Hence assume that you decide to develop a mobile app for the business as well. Describe how you can use characteristics of information, reach, richness and affiliation to make an impact on the sales through the app. (7 marks)
- (vi) 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. (8 marks)
- (vii) List three (03) distribution channels and discuss any two (2) of them that you use in this-business. (8 marks)

- (viii) Discuss how the below given three (03) processes need to be enhanced in e-business compared to the experience you have running a physical business.
- Production processes
  - Customer-focused processes
  - Internal management processes
- (9 marks)

**Question No. 02**

Consider the same scenario that you have selected in question 4 under instructions. In each scenario there are 3 ecommerce websites listed in the below given table. Select one of the websites from your relevant scenario and answer the questions given below.

Scenario A	Pizza Hut <a href="https://www.pizzahut.lk/">https://www.pizzahut.lk/</a> NetFlix <a href="https://www.netflix.com/">https://www.netflix.com/</a> lassana.com <a href="https://lassana.com/">https://lassana.com/</a>
Scenario B	Amazon <a href="https://www.amazon.in/b2b/info/amazon-business?layout=landing&amp;ref=b2b_reg_direct&amp;ref=IA_hdfc">https://www.amazon.in/b2b/info/amazon-business?layout=landing&amp;ref=b2b_reg_direct&amp;ref=IA_hdfc</a> Alibaba <a href="https://www.alibaba.com/">https://www.alibaba.com/</a> General Electrics <a href="https://www.ge.com/">https://www.ge.com/</a>

- Describe 3 key features in the selected website and explain how each of them contribute to gain the market share. (12 marks)
- Describe the steps taken by the website to ensure secure transactions. (8 marks)
- Customer Relationship Management is one of the key tools for any ecommerce website. Describe three (03) CRM methods adopted by the website. (8 marks)
- At present any e-business is having a strong social campaign to boost their sales. Critically analyze the social media campaign adopted by the website. (6 marks)
- Suggest 3 improvements to the website for better e-business. (6 marks)

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