



0217

THE OPEN UNIVERSITY OF SRI LANKA
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC ADMINISTRATION
PROGRAMME
FINAL EXAMINATION 2022
OSPA301/MSPA301/ MCP2601 E-COMMERCE

DURATION THREE (03) HOURS

DATE: 18 September 2022

TIME: 1.30pm to 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
Q1

Due to the prevailing economic crisis in the country lifestyles of many Sri Lankans are being changed. Now people think to get done all their work at one go amidst the soaring fuel prices and limited availability. The ABC fuel station (petrol and diesel filling station) is maintaining a small-scale supermarket and considering the new developments the management is thinking to expand the supermarket and initiate online business as well. Considering this situation, answer the following questions.

- (i) Develop a hypothetical business plan to integrate and escalate supermarket sales along with the fuel station selling. Clearly state any assumptions you make and develop the plan accordingly. (10 marks)
- (ii) Perform a SWOT analysis for the business plan you proposed in part (i) above. (8 marks)
- (iii) Describe three (03) e-solutions for the weaknesses you identified in the SWOT analysis. (6 marks)
- (iv) Considering the convenience and popularity of using mobile apps the management decides to develop a mobile app integrating fuel station work as well as the supermarket work. Describe how you can use characteristics of information, reach, richness, and affiliation to make an impact on the sales through the app. (8 marks)
- (v) Due to competition with other same kind business entities, it is important to keep the online customers sticked to the business. Describe 3 customer relationship management techniques that can be used in the proposed ecommerce site. (6 marks)

- (vi) Discuss how the 3 processes below given need to be enhanced in e-business compared to the experience you have in managing a brick and motor business.
- a. Supply and Production processes
 - b. Customer-focused processes
 - c. Internal management processes
- (8 marks)

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

Q2.

- (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. (5marks)
- (ii) Describe how you can identify the effectiveness of the social media campaign that you adapted. (5 marks)
- (iii) In social media platforms customer reviews are a crucial aspect where free mode of expression is exercised. Discuss how you will address false negative comments that appear in social media networks. (4 marks)
- (iv) Maintaining privacy of users has become one of the major issues in e-commerce. Briefly describe two (02) types of privacy breaches and methods to avoid them. (4 marks)

Q3. Online banking services have become very popular among customers due to providing an alternative, more responsive and less expensive options for their banking needs. The customers expect real-time answers, superior usability, personal attention and highly customized products and services. "Trust Bank PLC" is a bank that operate globally with a strong ecommerce presence.

- (i) Explain the business model of the "Trust Bank PLC" with justifications. (4 Marks)
- (ii) Briefly explain three (03) possible security threats that "Trust Bank PLC" may face. (6 marks)
- (iii) Explain the steps that can be taken by the bank to minimize the security threats that you described in part (ii). (4 marks)
- (iv) Due to the ever-increasing security threats the bank decided to have a firm security policy. Describe four (04) security points that should be included in the security policy. (4 marks)

- Q4.** Due to the pandemic situation and economic crisis many students are deprived of their precious school time. Thinking of the gravity of the situation, assume that you initiate to develop an online service website for O/L and A/L students. You plan to upload relevant course material as well as extra material related to subject areas.
- (i) Describe five (05) features that you will integrate to the website and how you achieve them. (7 marks)
 - (ii) Describe three (03) techniques that can be used to maintain Intellectual Property Rights in the proposed service website. (6 marks)
 - (iii) Assume that you have uploaded some copyright materials to your website without getting permission, and this was noted by the original owner and complains to you. Since the material are very important assume that you want to resolve the matter with the original owner by signing a contract. Identify a type of a contract that can be signed to resolve the matter and describe the content that can be included in the contract. (5 marks)
- Q5.** “Best Sports” is a newly established sports brand for a variety of sports goods with a chain of retail shops. The management of the “Best Sports” thinks to integrate an ecommerce arm to the business. Since it is very important to reach the customers in a very effective manner the management is thinking of advertising their products and the company during the forthcoming cricket matches.
- (i) Describe a mechanism for “Best Sports” for online advertising during the cricket match period. (6 marks)
 - (ii) In order to build the trust of online customers, describe the steps that the company can take. (4 marks)
 - (iii) For online transactions payment mode needs to be carefully designed. Suggest two online payment modes that the company can integrate to the ecommerce site with justifications. (4 marks)
 - (iv) After some time of operation, the company realized that customers are much concerned about the security of the transactions they make. Describe two methods that can be adopted in the ecommerce site to facilitate secure online transactions to improve customer trust. (4 marks)

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