

THE OPEN UNIVERSITY OF SRI LANKA  
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC ADMINISTRATION  
PROGRAMME  
OSPA301/MSPA301/MCP2601: E-COMMERCE  
FINAL EXAMINATION - 2023  
DURATION – THREE (03) HOURS



Date: 26<sup>th</sup> August 2023

Time: 1.30 pm to 4.30 pm

**INSTRUCTIONS**

01. Answer Four (04) questions including question (Q1) (compulsory question).
02. Write legibly and be focused.
03. This question paper carries 5 Questions in 3 pages.
04. Question No.1 carries 46 marks and questions in Part-B carries 18 marks each.

**Part A – Compulsory question**

**Q1**

The fashionclothing.com is an online clothing shop that sells all fashion accessories as well. The e-commerce website has a considerable customer base, which needs to be strengthened further. The management has faced a problem with logistics, especially in keeping the stocks of packaging items. Further, the management is considering the recent developments in the global e-commerce landscape about the growing emphasis on sustainability and environmental responsibility, that had posed new challenges and opportunities.

Considering this situation, answer the following questions.

- (i) It is noted that the management needs to refine their business plan considering the global trends. Develop a hypothetical business plan to escalate sales while addressing the global trends. (10 marks)
- (ii) Perform a SWOT analysis for the business plan you proposed in (i) above. (10 marks)
- (iii) Describe three (03) e-solutions to minimize the present weaknesses you identified in the SWOT analysis. (6 marks)
- (iv) Describe three (03) innovative sustainable packaging solutions that will reduce the carbon footprint of e-commerce operations. (6 marks)

- (v) The management decided to develop a mobile app for fashionclothing.com so that clothing store will be able to compete in par with other competitors. Describe three (03) customer relationship management techniques that can be used in the proposed mobile app. (6 marks)
- (vi) The management has identified that by promoting sustainable practices among consumers the company can claim a first mover advantages in the clothing industry. Describe four (04) methods that the company can adopt to educate the customers on sustainable aspects using various means. (8 marks)

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

**Q2**

Imagine a growing e-commerce startup named *TechTronic*, specializing in electronics and gadgets. *TechTronic* started as a small online shop that sells imported electronic gadgets and gained popularity quickly due to its unique product offerings and excellent customer service. With the prevailing difficult situations in the country the startup decided to integrate a service arm to the company and have recognized the need to strengthen their digital infrastructure to ensure seamless operations and continued growth.

- (i) Describe how does digital infrastructure impacts the scalability of e-commerce businesses. (4 marks)
- (ii) Describe the five-layer model of e-business infrastructure with respect to *TechTronic*. (8 marks)
- (iii) Briefly describe the following with an example.
- Packet switching
  - Communication protocols
  - Uniform Resource Locator (URL)
- (2×3=6 marks)

**Q3**

*FashionSavvy* is a brand having an e-commerce presence that offers a wide range of trendy clothing and accessories for men and women. While the brand has a strong product lineup, its online presence and visibility are limited. The management of *FashionSavvy* realizes the importance of digital marketing to drive traffic, increase conversions, and establish a prominent online identity.

- (i) Describe three (03) potential impact of social media marketing on *FashionSavvy*'s e-commerce growth. (6 marks)

- (ii) Describe how *FashionSavvy* can adopt paid, owned and earned media to improve online presence. (6 marks)
- (iii) Describe three (03) customer relationship management strategies that *FashionSavvy* can adopt to improve customer stickiness. (6 marks)

## Q4

Consider an online marketplace named *Trading.com* that connects buyers and sellers across various product categories. The platform aims to provide a safe and secure environment for users to conduct transactions. However, with the increasing frequency of cyberattacks and data breaches, *Trading.com* recognizes the critical importance of implementing robust security measures to protect user data and maintain trust.

- (i) Describe three (03) methods that can be used by *Trading.com* to ensure the security of user payment information and sensitive data during online transactions. (6 marks)
- (ii) Explain three (03) possible security threats for *Trading.com* along with the solutions that you propose to mitigate those threats. (6 marks)
- (iii) A risk management model consists of aspects of **contain and control, prevent, insurance or backup plans, and ignore**. Based on these aspects develop a risk management model for *Trading.com*. (6 marks)

## Q5

Imagine a small family-owned bookstore named *BookReader* that has been operating in a local neighborhood for many years. With the rise of digital technology and changing consumer preferences, the bookstore owners are considering the transition to an e-commerce platform to expand their reach and adapt to the online shopping trend.

- (i) Discuss the advantages and challenges of e-commerce for small businesses like *BookReader*. (5 marks)
- (ii) Discuss different types of revenue models that can be adapted by the *BookReader* site. (4 marks)
- (iii) Describe three (03) ethical considerations that should be considered by the *BookReader* management when switching to e-commerce businesses and, propose alternatives for each of them so that business operations could be carried out without disturbance. (3×3=9 marks)