



THE OPEN UNIVERSITY OF SRI LANKA
COMMONWEALTH MASTER OF BUSINESS/PUBLIC ADMINISTRATION
PROGRAMME
OSPA301: E-COMMERCE
FINAL EXAMINATION – 2023/2024
DURATION – THREE (03) HOURS

Date: 24 August 2024

Time: 9.30 am to 12.30 pm

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 carry 18 marks each.

Part A – Compulsory question
Q1

Sarah owns a small-scale e-commerce business, "EcoHome Essentials" specializing in eco-friendly household products. Currently, her business operates primarily through a basic website and local markets. She aims to expand her online presence to reach a broader audience, increase sales, and build a sustainable brand.

Considering this situation, answer the following questions.

- (i) Describe four (04) fundamental components required to establish a robust e-commerce platform. (8 marks)
- (ii) Explain three (03) technological infrastructure requirements that are needed to support the expanded online presence of EcoHome Essentials. (6 marks)
- (iii) Develop a business plan for expanding the business considering the global trends and requirements you identified in parts (i) and (ii) above. (10 marks)
- (iv) Describe four (04) digital marketing strategies that Sarah can implement to increase the online presence and sales. (8 marks)

- (v) With the expansion of the business, the management of "EcoHome Essentials" plans to develop a mobile app. Describe three (04) customer relationship management techniques that can be used in the proposed mobile app. (8 marks)
- (vi) Describe three (03) ethical considerations that should be observed when expanding the e-commerce business. (6 marks)

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

Q2

BestBuy Inc. is a rapidly growing e-commerce company that sells a wide range of products online. Recently, BestBuy Inc. has been facing several legal challenges related to data privacy, consumer protection, intellectual property rights, and international trade. As a legal consultant who excels in digital assets, you have been tasked to analyze these issues and provide recommendations to ensure that BestBuy Inc. complies with relevant laws and regulations.

- (i) Describe how the Relationship between geographic and legal boundaries can be established in the digital world. (6 marks)
- (ii) What are the primary data privacy concerns for e-commerce companies like BestBuy Inc., and how can these concerns be addressed to ensure compliance with regulations? (6 marks)
- (iii) What steps can BestBuy Inc. take to protect its intellectual property (IP) rights and avoid infringing on the IP rights of others? (6 marks)

Q3

GlobalMart is an online marketplace connecting customers with traders worldwide. *GlobalMart* offers a wide range of products, from electronics to handmade crafts. The management aims to improve the platform's user experience, increase trader satisfaction, and attract more customers. Hence plans to implement new marketing strategies, upgrade platform features, and ensure secure transactions.

- (i) Describe four (03) strategies that *GlobalMart* can use to improve the user experience for customers on its platform. (6 marks)

- (ii) Explain three (03) possible security threats for *Global Mart* 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 *GlobalMart*. (6 marks)

Q4

At present social media is playing a major role in the growth and development of e-commerce. Both the good and the bad aspects reach customers in no time, hence all e-commerce platforms need to take extra care not to tarnish the good name of the business entity.

- (i) Describe three (03) ways that social media platforms can be used for marketing and customer engagement and sales. (6 marks)
- (ii) Describe how a *business* can adopt **paid, owned, and earned** media to improve its online presence. (6 marks)
- (iii) Provide an example of a successful real world e-commerce campaign that leveraged social media. (6 marks)

Q5

TechTrends is an e-commerce startup specializing in the latest tech gadgets and accessories. To compete with established online retailers, the startup plans to build a robust e-commerce infrastructure. This includes ensuring seamless Internet connectivity, developing efficient client-server applications, and integrating artificial intelligence based applications to enhance customer experience and operational efficiency.

- (i) Describe three (03) methods that TechTrends can adopt to ensure seamless Internet connectivity for its operations. (6 marks)
- (ii) Describe how digital infrastructure impacts the scalability of e-commerce businesses. (4 marks)
- (iii) Describe with examples three (03) methods that AI technologies can be integrated into the TechTrends website to enhance sales. (8 marks)

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