



UNIVERSITY OF COLOMBO, SRI LANKA

UNIVERSITY OF COLOMBO SCHOOL OF COMPUTING

DEGREE OF BACHELOR OF INFORMATION TECHNOLOGY (EXTERNAL)

Academic Year 2026 – 3rd Year Examination – Semester 6

***IT6506 – eBusiness Technologies
Structured Question Paper***

(TWO HOURS)

To be completed by the candidate

BIT Examination Index No:

Important Instructions:

- The duration of the paper is **2 (Two) hours**.
- The medium of instruction and questions is English.
- This paper has **4 questions** and **16 pages**.
- **Answer all questions.** All questions carry **equal** marks.
- **Write your answers** in English using the space provided **in this question paper**.
- Do not tear off any part of this answer book.
- Under no circumstances may this book, used or unused, be removed from the Examination Hall by a candidate.
- Note that questions appear on both sides of the paper.
If a page is not printed, please inform the supervisor immediately.
- All kinds of electronic devices including calculators are **not** allowed.
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Questions Answered

Indicate by a cross (x), (e.g. ☐) the numbers of the questions answered.

To be completed by the candidate by marking a cross (x).	Question numbers			
	1	2	3	4
To be completed by the examiners:				

1) **Use the following case study to answer the questions given below.**

PrintMagic is a newly established digital printing business that commenced operations in early 2023 in Dehiwala, Sri Lanka, with a strong focus on leveraging eBusiness technologies to enhance service delivery and customer reach. Founded by a group of young entrepreneurs with expertise in graphic design and Information Technology, the company aimed to modernize the traditional printing industry by integrating online platforms into its core operations. Following a successful launch, the business expanded rapidly, opening branches in Bambalapitiya, Wattala, and Galle, targeting both individual and corporate customers. PrintMagic offers a wide range of services including business cards, banners, customized merchandise, and bulk printing, while enabling customers to place orders online, upload designs, customize templates, and make digital payments through its website and mobile platforms.

Despite its innovative approach, PrintMagic encountered several eBusiness-related management challenges during its expansion. One major issue was the integration of digital systems across multiple branches, as inconsistencies in order processing and file management led to delays and occasional errors in production. The reliance on an online ordering system also required significant investment in IT infrastructure and cybersecurity to protect customer data and intellectual property, particularly for corporate customers.

Furthermore, managing real-time communication between customers and production teams proved difficult, especially when handling design revisions and urgent orders. Dependence on third-party delivery services affected delivery timelines and customer satisfaction, while intense competition in the digital printing market increased pressure on pricing and service quality. Additionally, converting website traffic and social media engagement into actual sales remained a challenge, highlighting gaps in digital marketing effectiveness.

In response to these challenges, management decided to implement several strategic eBusiness solutions. It also enhanced its website with user-friendly design tools, live chat support, and automated order tracking to improve customer experience. PrintMagic adopted data analytics to monitor customer behaviour, optimize pricing strategies, and personalize marketing campaigns. To reduce dependency on third-party platforms, the company developed its own delivery coordination system and strengthened partnerships with reliable logistics providers. Additionally, the business invested in staff training to improve digital competencies and customer service.

While these initiatives improved performance and customer satisfaction, PrintMagic continues to navigate challenges related to cost management, technological upgrades, and maintaining a consistent service standard across both online and offline channels. Since the industry is highly competitive, the company recognised the critical role of eBusiness integration in transforming their business in order too achieve their business goals.

PrintMagic is hoping for an expansion of its customer base in each branch, incorporating a digital business platform to operate the business, and for a growth in the market.

- (a) Carry out a Situational Analysis for the company “PrintMagic” to identify their Strengths, Weaknesses, Opportunities and Threats.

(10 Marks)

ANSWER IN THIS BOX**Strengths**

- Strong eBusiness integration (online ordering, digital payments, design uploads)
- Wide range of services (business cards, banners, customized merchandise, bulk printing)
- Multi-branch presence increases market reach and accessibility
- Founders with expertise in IT and graphic design
- User-friendly website with design tools, live chat, and order tracking
- Adoption of data analytics for customer insights and pricing strategies
- Ability to serve both individual (B2C) and corporate (B2B) clients

Weaknesses

- Poor integration of digital systems across branches leading to inefficiencies
- High investment and maintenance costs in IT infrastructure and cybersecurity
- Communication gaps between customers and production teams
- Dependence on third-party delivery services
- Difficulty in converting online traffic into actual sales
- Inconsistent service quality across different locations
- Ongoing need for staff training in digital tools and customer service

Opportunities

- Growing demand for digital printing services from SMEs and startups
- Increasing adoption of e-commerce and online services in Sri Lanka
- Expansion of corporate contracts and bulk printing services
- Ability to enhance digital marketing strategies (SEO, social media, influencers)
- Development of own delivery system to improve customer satisfaction
- Use of advanced technologies (AI design tools, automation, CRM systems)
- Tourism-driven demand for printing services in Galle

Threats

- Intense competition from established and low-cost printing businesses
- Price competition reducing profit margins
- Rapid technological changes requiring continuous upgrades
- Cybersecurity risks and potential data breaches
- Economic instability affecting customer spending
- Delays and service issues from third-party logistics providers
- Availability of substitutes (digital media reducing need for printing)

- (b) Carry out Michael Porter's Five Forces analysis on "PrintMagic" in order to find out what forces are working on the company and whether the forces are High, Moderate or Low. Justify your answer.

(06 Marks)

ANSWER IN THIS BOX**1. Competitive Rivalry (High)**

- Large number of established printing shops in the market
- Presence of low-cost competitors offering similar services
- High competition in both offline and online (eBusiness) channels
- Minimal differentiation in basic printing services
- Frequent price competition reducing profit margins
- Need for continuous innovation (design tools, faster delivery, better UX)

2. Threat of New Entrants (Moderate to High)

- Relatively low barriers to entry for small-scale printing businesses
- Basic digital printing equipment is accessible and affordable
- However, setting up advanced eBusiness systems requires investment
- Brand reputation and customer trust take time to build
- Existing firms with strong online presence create entry barriers
- Economies of scale benefit established multi-branch companies like PrintMagic

3. Bargaining Power of Suppliers (Moderate)

- Dependence on suppliers for paper, ink, printing materials, and machinery
- Limited suppliers for high-quality or specialized materials
- Imported materials subject to exchange rate fluctuations and delays
- Switching suppliers is possible but may affect quality consistency
- Technology and software providers (for eBusiness systems) have higher power
- Bulk purchasing can help reduce supplier influence

4. Bargaining Power of Customers (High)

- Wide availability of alternative printing service providers
- Customers can easily compare prices and services online
- Low switching cost between competitors
- High expectations for fast turnaround, customization, and quality
- Corporate clients demand discounts and negotiated pricing
- Online reviews and social media increase customer influence

5. Threat of Substitutes (Moderate)

- Digital alternatives (e-documents, social media marketing, online ads)
- Reduced need for printed materials in some sectors
- Home/office printers for small-scale printing needs
- Increasing shift toward paperless communication
- However, physical printing still essential for branding, events, and formal use

- (c) Propose **two (2)** eBusiness models to deal with the situation to minimise the forces working on the company in order to be more competitive in the industry and write down **six (6)** features and functionalities to be incorporated in the eBusiness solution.

(09 Marks)

ANSWER IN THIS BOX**Direct to Customer eBusiness Model****Advantages:**

- Direct interaction with customers (better understanding of needs)
- Higher profit margins (no third-party commissions)
- Full control over pricing, branding, and customer experience
- Ability to collect and use customer data for personalization
- Stronger brand loyalty through direct engagement

Full Service Provider eBusiness Model

For PrintMagic (operating in Dehiwala, Bambalapitiya, Wattala, and Galle), a full-service provider model means offering **end-to-end printing solutions**, such as:

- Design support (graphic design services)
- Online ordering and customization
- Printing and production
- Packaging and finishing
- Delivery and after-sales service
- Customer consultation and corporate branding solutions

Why the Full-Service Provider Model is Suitable

- Provides a **complete solution** for customers (one-stop printing service)
- Attracts **corporate clients** who need full branding packages
- Adds value beyond basic printing (design + consultation + delivery)
- Increases customer loyalty through convenience
- Differentiates PrintMagic from basic low-cost printing shops
- Supports premium pricing due to added services
- Fits well with multi-branch operations and centralized systems

Key Features of the Model

- A fully functional **website and mobile app** for ordering printing services
- Online design tools allowing customers to customize business cards, banners, flyers, and merchandise
- Upload feature for customer-owned designs with instant preview options
- Separate dashboards for **individual customers and corporate clients**
- Automated pricing system based on quantity, size, and material selection
- Real-time order tracking from production to delivery
- Digital payment integration (cards, mobile wallets, online banking)
- Loyalty programs and discount systems for repeat customers

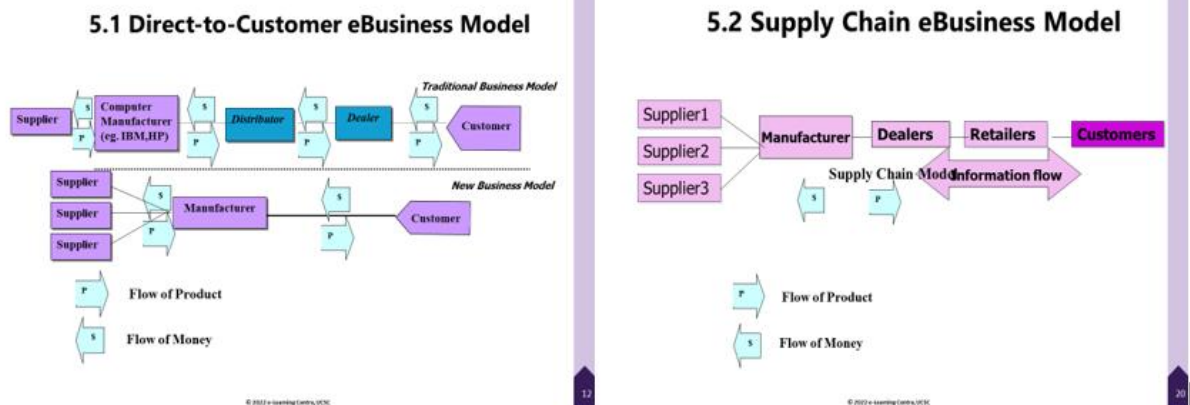
2) (a) Illustrate, Compare and Contrast the characteristics of the following eBusiness Models comparing the benefits of the models to the company and the customers.

- (i) Direct-to-Customer vs Supply Chain eBusiness Models
- (ii) Revenue Sharing vs Full Service Provider eBusiness Models
- (iii) Global Trade Platform vs Extended Enterprise eBusiness Models

(12 Marks)

ANSWER IN THIS BOX

(i) Direct-to-Customer vs Supply Chain eBusiness Models



Characteristics & Benefits of the Direct-to-Customer eBusiness Model

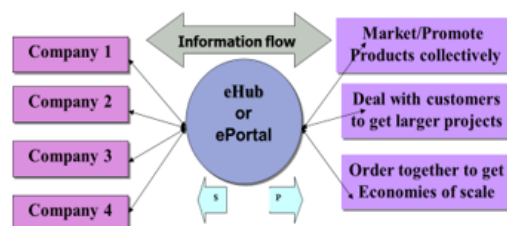
- **Online Presence:** Businesses operating under the direct-to-customer model typically have their own e-commerce websites or online platforms where customers can browse and purchase products or services directly.
- **Control over Branding & Customer Experience:** With a direct-to-customer approach, businesses have full control over how their brand is presented and experienced by customers. They can shape their online presence, website design, product descriptions, and marketing messages to ensure consistency & alignment with their brand identity.
- **Pricing Control and Profitability:** By eliminating intermediaries, businesses can have more control over pricing strategies. They can set their own prices based on market factors, production costs, and profit margins. This control allows businesses to optimize pricing.
- **Agility in Product Development and Innovation:** Direct-to-customer models facilitate quicker product development cycles and innovation. Businesses can gather customer feedback, conduct market research, and test new product ideas directly with their target audience.
- **Market Reach and Expansion:** The direct-to-customer model provides businesses with the opportunity to reach a broader market and expand their customer base. By leveraging online channels, businesses can overcome geographical limitations and target customers globally. This can lead to increased market reach and revenue growth.
- **Data-Driven Decision Making:** Direct-to-customer models generate valuable customer data that can inform business strategies and decision-making.

Benefits of the supply chain eBusiness model

- Virtual Value Chain
 - Information flow across the supply chain
 - All parties have a strong electronic bond and backend systems
 - Some companies do/don't own any part of the value chain
 - They have access to information about all from supplier/manufacturer to the customer
 - Improved supply chain visibility, agility, and responsiveness
 - Enhanced efficiency and accuracy in order processing and fulfillment
 - Streamlined procurement processes and reduced paperwork
-
- **D2C:**
 - Higher profit margins (no middlemen)
 - Strong brand control
 - Direct customer data access
 - **Supply Chain:**
 - Faster production and delivery
 - Reduced material waste
 - Better coordination between branches and suppliers

(ii) Revenue sharing vs Full Service Provider eBusiness Models

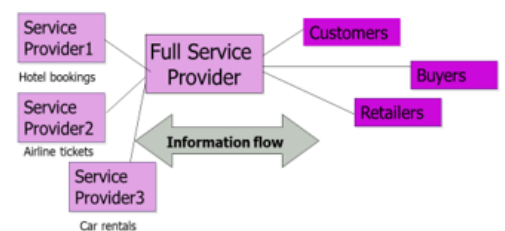
5.4 Revenue sharing eBusiness Model



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38

5.3 Full-Service Provider eBusiness Model



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39

Benefits of this model to the Company and the Customers

- The sellers get together through a Portal
- They Market/ Promote products collectively to a larger market segment
- Sellers can work on larger projects/orders as they work collectively
- Collective bulk orders give them bargaining power over suppliers
- Resources as well as profits are shared among companies

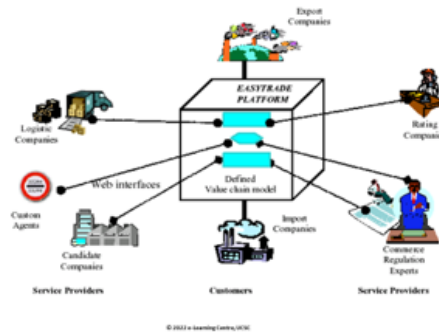
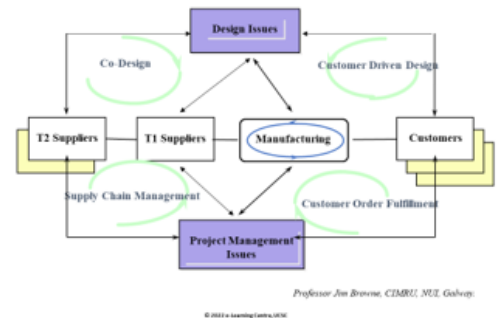
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39

Benefits of this model to the Company and the Customers

- Has to know a lot about the customer
- Provides own or third party products
- Offers a wide range of products
- Offers different channels
- Internet, face-to-face, phone, etc.
- Sells its own products+ Commission for third party products
- Some charge customers a service fee

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(iii) **Global Trade Platform vs Extended Enterprise eBusiness Models****5.6 Global Trade Platform for SMEs****5.7 The Extended Enterprise - Collaborating to Win****A Global Trade Platform for SMEs**

Key features and functionalities of a Global Trade Platform for SMEs :

The aim of a Global Trade Platform for SMEs is to empower smaller businesses with the tools, resources, and global reach to expand their market presence, explore new opportunities, and engage in international trade more effectively. By leveraging such platforms, SMEs can overcome traditional barriers to entry in global markets and access a wider customer base, leading to growth and increased competitiveness.

Business Matching: The platform uses algorithms and data analytics to match SMEs with suitable trading partners based on their product/service offerings, market preferences, and other relevant criteria. This facilitates the identification of potential buyers or suppliers in different countries.

Product Listings and Showcasing: SMEs can create online profiles and list their products or services on the platform. They can provide detailed information, images, and specifications to showcase their offerings to potential customers globally.

Market Intelligence: A Global Trade Platform for SMEs may provide market intelligence and insights to help SMEs understand global market trends, consumer behavior, and regulatory changes. This information enables SMEs to make informed decisions and adapt their strategies accordingly.

Financial Services: Some platforms may offer access to financial services like trade financing, export credit insurance, and payment solutions to facilitate secure and efficient financial transactions between SMEs and their global partners.

Training and Support: The platform may provide training resources, webinars, and educational content to enhance SMEs' knowledge of international trade practices, regulations, and best practices. It may also offer customer support services to address any queries or issues faced by SMEs during their trade journey.

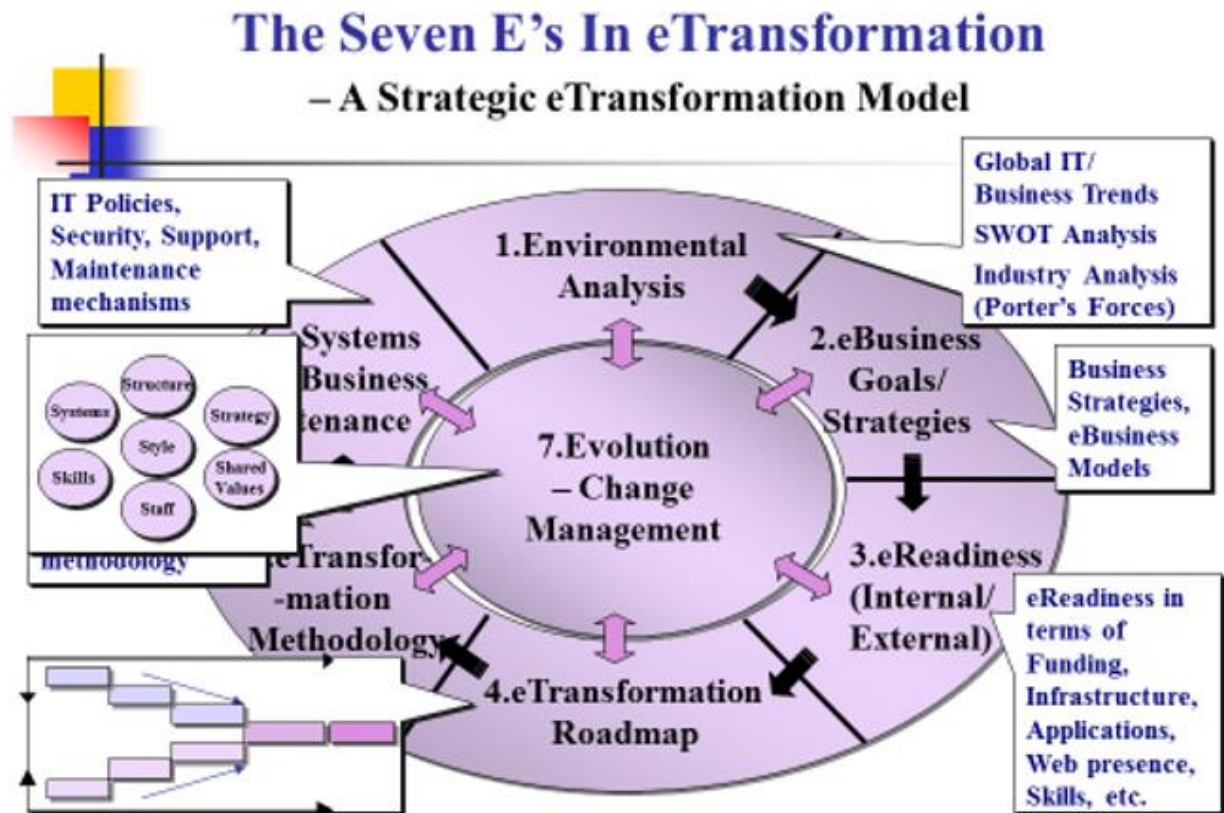
The Extended Enterprise

Key characteristics and components of the Extended Enterprise include:

- **Collaboration:** The Extended Enterprise promotes collaboration and partnerships between an organization and external entities. It involves sharing information, resources, and expertise to achieve common objectives and create value for all participants.
- **Supply Chain Integration:** The concept recognizes the importance of integrating suppliers, distributors, and logistics partners into the organization's value chain. Effective supply chain management and coordination enable seamless flow of materials, information, and services across the network.
- **Customer Engagement:** The Extended Enterprise focuses on actively involving customers and understanding their needs, preferences, and feedback. This allows organizations to tailor their products, services, and experiences to meet customer expectations and enhance customer satisfaction.
- **Technology Enablement:** Technology plays a vital role in enabling and supporting the Extended Enterprise. Digital platforms, data sharing, cloud computing, and other technologies facilitate seamless communication, collaboration, and integration among various entities within the network.
- **Risk Management:** The Extended Enterprise recognizes the need for effective risk management across the network. Organizations must assess and mitigate risks associated with their external relationships, such as supply chain disruptions, cybersecurity threats, and regulatory compliance.
- **Value Co-creation:** The concept emphasizes that value is not created solely by the organization itself but through collaborative efforts with external stakeholders. The Extended Enterprise encourages the co-creation of value by leveraging the complementary strengths, capabilities, and resources of all participants.
- **Access to Specialized Expertise:** By collaborating with external partners, organizations can tap into specialized expertise and knowledge that may not be available internally. This allows them to leverage the skills and capabilities of external entities to enhance their own operations, innovation, and problem-solving capabilities.
- **Enhanced Innovation:** Partnering with external entities brings diverse perspectives, ideas, and approaches to the table, fostering a culture of innovation. By engaging in collaborative research and development efforts, organizations can leverage the collective creativity and expertise of the extended enterprise network to drive innovation, develop new products or services, and stay ahead of the competition.
- **Improved Customer Satisfaction:** Engaging external stakeholders, including customers, in the extended enterprise ecosystem enables organizations to gain a deeper understanding of customer needs and preferences. By actively involving customers in product development, service design, and feedback processes, organizations can enhance customer satisfaction, loyalty, and retention.
- **Risk Mitigation and Resilience:** The extended enterprise approach allows organizations to distribute risks across the network. By diversifying suppliers, collaborating on risk management strategies, & sharing resources, organizations can mitigate the impact of supply chain disruptions, regulatory changes, or other risks. This enhances organizational resilience ensuring business continuity.

- (b) The Seven (7) Es of eTransformation is a formal methodology used to take companies through the transformation process successfully. Illustrate the 7Es in eTransformation and briefly describe its **seven (7)** stages.

(13 Marks)

ANSWER IN THIS BOX

7.1. Stage1: Environmental Analysis ... Cont

Significance and Outcomes: To understand the Global IT and Business Trends and the Company's Strategic Situation

The major trends driving organisations to changing the way they have been doing business. They are Consumer Trends, Service/Process Trends, Organisational Trends, Enterprise Technology Trends.

Methodology used: The following analysis is proposed to be carried out:

Industry Analysis – Michael Porter's Five Forces Model, the forces being Rivalry among existing competitors, Bargaining power of suppliers, Bargaining power of buyers, Threat of new entrants, Threat of substitute products/services

Internal/External Strategic Factor Analysis – The SWOT analysis deals with the assessment of external Opportunities and Threats a company will face with it's internal Strengths and Weaknesses.

Goals, Directions, Strategies and Competitive Advantage



ANSWER IN THIS BOX**7.3 Stage 3: eReadiness (Internal/External) . Cont**

Significance and Outcomes : None of the eTransformation models developed so far try to see whether the organization is ready to go through the eTransformation process. It is very important for the CEO to see the implications and check the eReadiness of the company to go through this major transformation.

Methodology used : Seven important aspects are discussed in relation to the e-readiness of the organization. They are Business processes, Applications & Infrastructure, Web presence, Skills, Executive mgt, External connectivity, Future directions.

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eReadiness (Internal/External)**Internal:**

- Business processes – Well defined processes
- Applications & Infrastructure
- Web presence – Existence/ usage
- Skills –Level of IT skills of the employees
- Executive mgt – Commitment/Support
- External connectivity – Channels
- Future directions – Plans for expansions

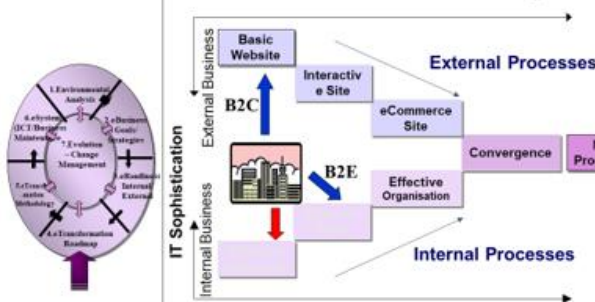
External:

- Customers, Suppliers, Potential users

40

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41

The Company's Position and Path in the eTransformation Roadmap**7.5 Stage 5: eTransformation Methodology.. cont**

Significance and outcomes: The successful eTransformation is not easy. There are so many techniques used in the world, but some organizations have failed miserably, damaging rather than enhancing their competitiveness. This methodology is being used successfully in e-transforming a number of companies in the region of Western Sydney.

The Methodology used: The following eTransformation Methodology. There is an iterative evolutionary process, which enables the enterprise to become more adept in handling the change, which in turn will help to transform itself successfully and relatively quickly.

42

eSystems (Policies, Support, Maintenance)

- **Management Controls** : Standards, guidelines to users, Procedures, Manuals
- **Security Measures** : To deal with common threats (sabotage, hacking, privacy, etc.) and contingency planning and disaster recovery
- **IT Maintenance and Support:** (Support for ICT infrastructure, upgrading, backing up, maintenance, troubleshooting, Support by the ISP and Vendors)

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7S Model for Change Management

- Business processes, methods, procedures and controls
- Structure
- Formal/informal communication Channels, Organisational Structure Hierarchical ? Network?
- Strategy
- Business Strategy, Strategic alliances, marketing, product and service development, sales and channel distribution, business systems and processes
- Style
- Behaviour of key managers and the way they relate to employees
- Staff
- People employed, their positions, Levels,numbers and adequacy
- Skills, aptitude, Educating, Training needs of the Staff
- Systems

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55

56

- 3) (a) Describe at least **three (3)** key factors used by Uber in determining surge pricing.

(06 marks)

ANSWER IN THIS BOX

Demand for rides – When many people request rides at the same time, prices increase.

Driver availability (Supply) – If there are fewer drivers available in an area, surge pricing is applied.

Location – Prices may rise in busy or high-demand areas such as city centers, airports, or event venues.

Time of day – Peak hours, weekends, and holidays often experience higher prices due to increased demand.

Special events or weather conditions – Concerts, sporting events, heavy rain, or other conditions that increase ride requests can trigger surge pricing.

- (b) A customer joins an online community of smartphone users and begins identifying strongly with that group. According to Social Identity Theory, what are the **three (3)** mental processes that influence how the customer perceives members of their own group and other groups?

(03 marks)

ANSWER IN THIS BOX

Social Categorization

Social identification

Social comparison

- (c) A business wants Facebook to automatically optimize ad spending throughout a campaign, spending more on high-performing days and less on low-performing days. The business prefers to control the total amount spent over the entire campaign rather than set a budget for each day.

Which Facebook ad budget type would be most appropriate? Justify your answer.

(06 marks)

ANSWER IN THIS BOX

Facebook Lifetime Budget

A **Lifetime Budget** is the most appropriate choice because the business sets a **total budget for the entire campaign** instead of a daily budget. Facebook automatically optimizes the budget distribution, spending **more on high-performing days** and **less on low-performing days** to maximize the campaign's overall performance while staying within the total allocated budget.

- (d) **Read the following scenario and fill in the blanks (i) – (x) using the most appropriate terms from the word bank provided below.**

After graduating from university, Nimal wanted to build a successful online business instead of pursuing a conventional office job. Since he possessed strong graphic design, content creation, and digital marketing skills, he decided to work independently as a (i) , offering services to clients from different countries through the Internet. To find customers and market his services globally, he registered on (ii) , a well-known online marketplace that connects service providers with individuals and businesses seeking digital services.

To attract different types of clients, Nimal created multiple (iii), each representing a specific service package such as logo design, social media content creation, video editing, and website banner development. As his reputation grew, he received positive reviews and a steady stream of orders from local and international customers.

Realizing the importance of having multiple income streams, Nimal launched a technology blog where he regularly published articles on entrepreneurship, eCommerce, digital marketing, and emerging technologies. To generate revenue from the visitors who read his articles, he enrolled in (iv), a Google advertising program that enables website owners to earn income by displaying advertisements on their websites. As the number of visitors increased, the advertising revenue became a significant source of passive income.

Recognizing the growing popularity of mobile devices, Nimal developed a mobile application that provided tips and resources for aspiring entrepreneurs. To monetize the application, he integrated (v), a mobile advertising platform that allows application developers to earn revenue by displaying advertisements within mobile apps.

As his audience expanded, many companies approached him to promote their products and services through his blog, YouTube channel, and social media accounts. Whenever a visitor clicked on his referral link and completed a purchase, Nimal received a (vi) as a reward. This approach is known as (vii), a business model where individuals earn income by promoting products or services offered by other businesses without owning the products themselves.

Encouraged by his success in digital services and content creation, Nimal decided to launch an online store selling technology accessories. However, he did not have enough capital to purchase and maintain large quantities of stock. Therefore, he adopted the (viii) business model, which allows online retailers to sell products without keeping inventory. Under this model, customer orders are automatically forwarded to the (ix), who is responsible for storing, packaging, and shipping the products directly to customers.

As part of his long-term vision, Nimal continuously explored emerging opportunities in the digital economy. He became particularly interested in (x), a form of digital currency that uses blockchain technology to facilitate secure and decentralized online transactions. He believed that understanding such technologies would help him identify future eBusiness opportunities and remain competitive in the rapidly evolving digital marketplace.

Word Bank

- Advertising,
- Affiliate Marketing
- Commission
- Cryptocurrency
- Customer
- Dropshipping
- Fiverr
- Freelancer
- Gig
- Google AdMob
- Google AdSense
- Inventory
- Marketplace
- Merchant
- Supplier

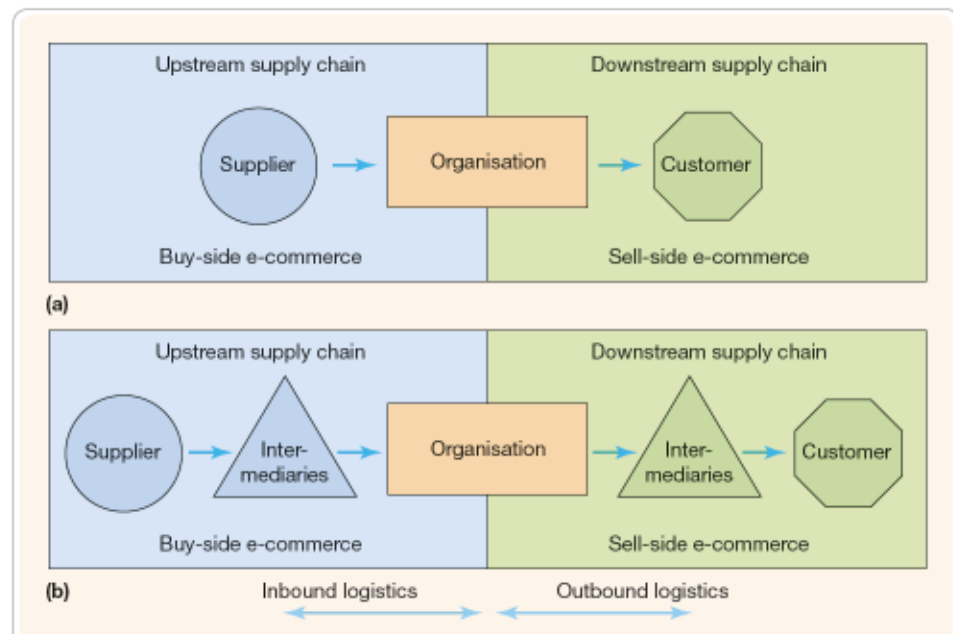
(10 marks)**ANSWER IN THIS BOX****(i)** - Freelancer**(ii)** - Fiverr**(iii)** - Gig**(iv)** - Google AdSense**(v)** - Google AdMob**(vi)** - Commission**(vii)** - Affiliate Marketing**(viii)** - Dropshipping**(ix)** - Supplier**(x)** - Cryptocurrency

- 4) (a) Using an appropriate diagram supported by a suitable example, explain the concepts of upstream and downstream supply chain activities in an e-business environment. Clearly indicate how buy-side and sell-side e-commerce relate to these supply chain activities.

(09 marks)

ANSWER IN THIS BOX

As shown in the following figure, upstream supply chain activities which are equivalent to buy-side e-commerce, and downstream supply chain activities which correspond to sell-side e-commerce can be identified for most of the organizations.



- (b) Google Analytics provides several insights to help website owners understand user behavior and website performance.

- (i) What is Website Traffic in Google Analytics?
 (ii) Explain how analyzing website traffic can help a business improve its online marketing strategy.

(04 Marks)**ANSWER IN THIS BOX**

Website Traffic: The total number of visitors and visits to a website over a specific period, including information about where visitors come from and how they interact with the site.

Importance: Helps businesses understand audience reach, evaluate marketing campaign effectiveness, identify popular traffic sources, and make data-driven decisions to improve website performance and user engagement.

- (c) List down **three (3)** popular affiliate marketing platforms/websites used by businesses and marketers.

(03 marks)**ANSWER IN THIS BOX**

Amazon Associates

eBay Partner Network

AliExpress Affiliate Program

- (d) Explain cross-selling and up-selling with one suitable example for each in the e-business domain.

(06 marks)

ANSWER IN THIS BOX

Cross-selling means encouraging a customer to buy related or complementary products in addition to the main product they are purchasing.

Example:

A customer buys a laptop from an online store, and the website suggests a laptop bag, wireless mouse, and keyboard.

Up-selling means encouraging a customer to buy a more expensive, upgraded, or premium version of the product they are interested in.

Example:

A customer wants to buy a basic smartphone from an e-commerce website, but the website recommends a higher-end model with more storage and better features for a slightly higher price.

- (e) Which Google tool allows businesses to manage their presence on Google Search and Google Maps, share updates, and interact with customers? Explain two key features of this tool.

(03 marks)

ANSWER IN THIS BOX

Google My Business

Google Business Profile (formerly Google My Business) is a free tool that allows you to take charge of the way your business appears on Google Search and Maps. With your Business Profile, you can connect with customers, post updates, list your products and services, accept online orders, and more.
