



COMSATS University Islamabad, Abbottabad Campus

Department of Management Science

E-Commerce (CSC 330)

Lab Terminal

Time Allowed: 3 hours.

Total Marks: 50

Name: _____

Section: _____

Reg No: _____

Instructions: You are provided with access to a simulated e-commerce environment. Your task is to demonstrate your understanding and skills in e-commerce by completing the following tasks. Each task is worth a specific number of points. Ensure that you read the instructions carefully and manage your time wisely.

Task 1: Website Analysis

You are given the URL of an e-commerce website. Analyze the website and provide a detailed report that includes the following:

google.com, Loudcold.com, DoubleClick.com

- Product presentation and categorization evaluation.
- Checkout process evaluation.
- Suggestions for improving the website's user experience.

Task 2: Market Research

Select a product category (e.g., electronics, clothing) and perform market research within the simulated environment. Provide insights on:

- Pricing strategies.
- Trends and customer preferences within the chosen category.

Task 3: E-Commerce Legal and Ethical Compliance

Identify potential legal and ethical issues in e-commerce, such as privacy concerns or compliance with consumer protection laws. Propose strategies for ensuring legal and ethical compliance.

Task 4: Customer Support Simulation

Engage with simulated customer queries and issues. Respond to at least three different customer support scenarios with solutions that reflect excellent customer service practices. These scenarios may include order tracking, product inquiries, and returns.

Task 5: Inventory Management

Keeping in mind the need for today's trend, add new products, and manage existing listings. Ensure accurate product information, pricing, and availability.

Task 6: Security and Compliance

Perform a security audit to identify potential vulnerabilities within the e-commerce platform. Suggest security enhancements and demonstrate how to safeguard customer data and transactions.

Task 7: E-Commerce Marketing Campaign

Design a marketing campaign for a product of your choice. Create compelling content, select appropriate marketing channels (e.g., email, social media), and present a plan to reach and engage potential customers.

Task 8: Performance Optimization

Optimize the website's performance by identifying and resolving performance bottlenecks. This may include improving page load times, enhancing server response, or optimizing database queries.

Task 9: Business Intelligence

Which type of business intelligence tools will be used to generate reports and insights related to sales, customer behavior, and inventory management. Extract meaningful data and provide recommendations for business improvement.

Task 10: E-Commerce Legal and Ethical Compliance

Identify potential legal and ethical issues in e-commerce, such as privacy concerns or compliance with consumer protection laws. Propose strategies for ensuring legal and ethical compliance.

Task 11: E-Commerce Innovation

Identify an emerging technology or trend in e-commerce and create a concept for integrating it into the simulated e-commerce platform. Explain how this innovation can enhance the customer experience and drive business growth.