

Business Communication: Summer 2023-24

Section: C, Group: 02

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|---------------------------------|----------------|
| 1. Name: MD. MEHEDI HASAN POLAS | ID: 22-46566-1 |
| 2. Name: TRIDIB SARKAR | ID: 22-46444-1 |
| 3. Name: MD. RABIUL ISLAM ASIF | ID: 22-48011-2 |
| 4. Name: AFSAR MAHBUB KHAN | ID: 22-49366-3 |
| 5. Name: MD. SAIDUL ISLAM | ID: 22-49719-3 |

A. Customer Support Features

1. Live chat availability is considered essential.
 - a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
2. Order tracking support is highly valued.
 - a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
3. 24/7 support influences return visits.
 - a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
4. Accessible support options improve customer satisfaction.
 - a) Strongly Agree
 - b) Agree

- c) Neutral
- d) Disagree
- e) Strongly Disagree

5. Effective customer service increases the likelihood of repeat purchases.
- a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree

B. Security and Trustworthiness

1. Secure payments build user confidence.
- a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
2. Clear refund policies ensure reliability.
- a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
3. Strong security measures protect user data.
- a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
4. Transparency regarding data usage increases trust.
- a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
5. Trusted payment gateways improve the likelihood of making a purchase.
- a) Strongly Agree
 - b) Agree

- c) Neutral
- d) Disagree
- e) Strongly Disagree

C. Visual Content Quality

1. Product videos improve the shopping experience.
 - a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
2. Multiple images enhance product clarity.
 - a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
3. Images showing real-life usage of products are more persuasive.
 - a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
4. Interactive media, such as 360-degree views, adds value to product presentation.
 - a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
5. Minimalistic and clean design increases visual appeal.
 - a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree

D. Payment Gateway Integration

1. Diverse payment options improve convenience.
 - a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
2. Popular methods increase trust.
 - a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
3. Modern payment options enhance competitiveness.
 - a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
4. Multiple currency options expand the customer base.
 - a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
5. Instant payment confirmations enhance user satisfaction.
 - a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree