Business Communication: Summer 2023-24

Section: C, Group: 02

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A. Customer Support Features

1. Live chat availability is considered essential.
2. Strongly Agree
3. Agree
4. Neutral
5. Disagree
6. Strongly Disagree
7. Order tracking support is highly valued.
8. Strongly Agree
9. Agree
10. Neutral
11. Disagree
12. Strongly Disagree
13. 24/7 support influences return visits.
14. Strongly Agree
15. Agree
16. Neutral
17. Disagree
18. Strongly Disagree
19. Accessible support options improve customer satisfaction.
20. Strongly Agree
21. Agree
22. Neutral
23. Disagree
24. Strongly Disagree
25. 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.
2. Strongly Agree
3. Agree
4. Neutral
5. Disagree
6. Strongly Disagree
7. Clear refund policies ensure reliability.
8. Strongly Agree
9. Agree
10. Neutral
11. Disagree
12. Strongly Disagree
13. Strong security measures protect user data.
14. Strongly Agree
15. Agree
16. Neutral
17. Disagree
18. Strongly Disagree
19. Transparency regarding data usage increases trust.
20. Strongly Agree
21. Agree
22. Neutral
23. Disagree
24. Strongly Disagree
25. 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.
2. Strongly Agree
3. Agree
4. Neutral
5. Disagree
6. Strongly Disagree
7. Multiple images enhance product clarity.
8. Strongly Agree
9. Agree
10. Neutral
11. Disagree
12. Strongly Disagree
13. Images showing real-life usage of products are more persuasive.
14. Strongly Agree
15. Agree
16. Neutral
17. Disagree
18. Strongly Disagree
19. Interactive media, such as 360-degree views, adds value to product presentation.
20. Strongly Agree
21. Agree
22. Neutral
23. Disagree
24. Strongly Disagree
25. Minimalistic and clean design increases visual appeal.
26. Strongly Agree
27. Agree
28. Neutral
29. Disagree
30. Strongly Disagree

 D. Payment Gateway Integration

1. Diverse payment options improve convenience.
2. Strongly Agree
3. Agree
4. Neutral
5. Disagree
6. Strongly Disagree
7. Popular methods increase trust.
8. Strongly Agree
9. Agree
10. Neutral
11. Disagree
12. Strongly Disagree
13. Modern payment options enhance competitiveness.
14. Strongly Agree
15. Agree
16. Neutral
17. Disagree
18. Strongly Disagree
19. Multiple currency options expand the customer base.
20. Strongly Agree
21. Agree
22. Neutral
23. Disagree
24. Strongly Disagree
25. Instant payment confirmations enhance user satisfaction.

a) Strongly Agree  
b) Agree  
c) Neutral  
d) Disagree  
e) Strongly Disagree