G.C.E. O/L Grade 11 ICT · Lesson 6

6.5 ICT in Business: e-Business, Online Shopping, Share Market and IT BPO

Syllabus 15.5. Businesses use ICT to sell, buy, advertise and work with customers all over the world. You will learn about **e-business**, **online shopping**, the **online share market**, **safety measures** when buying online, **online advertising** and **IT BPO** jobs.

1. e-Business and e-commerce

e-Business means running a business with ICT: selling, ordering stock, paying staff and talking to customers online. **e-Commerce** is the buying and selling part of e-business.

Type	Who sells to whom	Example
B2C	Business to customer	An online shop selling phones
B2B	Business to business	A factory ordering cloth online
C2C	Customer to customer	Selling an old bicycle on ikman.lk

2. Online shopping



Online shopping: search, add to cart, pay, delivery and review.

For buyers
Shop 24 hours from home; compare prices easily.

For sellers
Reach the whole country; no need for a big shop.

Problems
Cannot touch the item; fake sellers; delivery delays.

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3. Safety measures when buying online



Simple rules for safe online shopping.

- Check for **https** and the padlock before you pay.
- **Never** tell anyone your OTP or card PIN – banks never ask for it.
- Use cash on delivery or LankaQR with trusted shops.
- Do not click links in strange SMS or e-mail offers (phishing).

4. Online share market

A **share** is a small part of a company. People buy and sell shares on the **Colombo Stock Exchange (CSE)**. With online trading you can buy and sell shares from a phone or computer and see prices change live.

Step	Working	Rs.
Buy 100 shares at Rs. 50	100 × 50	5,000
Sell them at Rs. 56	100 × 56	5,600
Gain (before fees)	5,600 − 5,000	600

> 💡 Share prices can go down as well as up. Never invest money you cannot lose.

5. Online advertising

Businesses advertise on websites, search engines, YouTube and social media. Online adverts can be shown to the right people (by age, place or interest), they cost less than TV, and the business can count clicks.

6. IT BPO

BPO (Business Process Outsourcing) means a company pays another company to do some of its work, such as accounts, customer call centres or software testing. Sri Lanka has many **IT BPO** companies that do this work for foreign companies – this brings jobs and foreign money.

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NEW 2026 2026: **digital payments** such as LankaQR and mobile wallets are common, **AI chatbots** answer customers, and online **scams** are growing. Report frauds to Sri Lanka CERT or the police, and check sellers before paying.

Key Words

e-Business – Running all parts of a business with ICT.

e-Commerce – Buying and selling goods or services online.

Online shopping – Choosing and paying for items on a website or app.

Shopping cart – The list of items you plan to buy online.

OTP – A one-time code sent to your phone to confirm a payment.

Phishing – A fake message that tries to steal your password or card details.

Share – A small part of a company that people can buy.

CSE – The Colombo Stock Exchange where shares are traded.

Online advertising – Showing adverts on websites, search engines and social media.

BPO – Paying another company to do some of your business work.

Digital payment – Paying with a card, QR code or mobile wallet instead of cash.

B2C – A business selling directly to customers.

Sample Q&A

1. What is the difference between e-business and e-commerce?

> **Answer:** e-Business is running the whole business with ICT; e-commerce is only the buying and selling part.

2. Give two advantages of online shopping for buyers.

> **Answer:** Shop 24 hours from home and compare prices easily.

3. Give three safety measures for online shopping.

> **Answer:** Check https, never share the OTP and buy from trusted sellers.

4. You buy 100 shares at Rs. 50 and sell at Rs. 56. What is the gain?

> **Answer:** 5,600 − 5,000 = Rs. 600 before fees.

5. Why do businesses like online advertising?

> **Answer:** It reaches the right people, costs less than TV and clicks can be counted.

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6. What is IT BPO and how does it help Sri Lanka?

> **Answer:** Doing work such as accounts or call centres for other companies; it brings jobs and foreign money.

MCQ

1. Selling your old phone to another person on ikman.lk is

A. B2C
B. BPO
C. B2B
D. C2C

2. Before paying on a website you should check for

A. bright colours
B. a long web address
C. https and a padlock
D. many pop-up ads

3. A caller says he is from your bank and asks for your OTP. You should

A. refuse and tell your parents
B. give it quickly
C. post it online
D. send it by SMS

4. Buy 100 shares at Rs. 50, sell at Rs. 56. Gain before fees?

A. Rs. 5,000
B. Rs. 600
C. Rs. 5,600
D. Rs. 6

5. Sri Lanka’s stock exchange is the

A. CSE
B. TRCSL
C. CEA
D. ICTA

6. A fake e-mail asking you to type your bank password is

A. CAD
B. e-learning
C. phishing
D. BPO

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7. A Sri Lankan company answers phone calls for a UK bank. This is

A. C2C
B. CAM
C. IT BPO
D. telemonitoring

8. One advantage of online advertising is that it

A. needs no Internet
B. is always free
C. can never be skipped
D. can target people by age or interest

9. Which term means: “Running all parts of a business with ICT”?

A. Phishing
B. Shopping cart
C. e-Business
D. Online advertising

10. Which term means: “Buying and selling goods or services online”?

A. e-Commerce
B. BPO
C. Share
D. OTP

11. Which term means: “Choosing and paying for items on a website or app”?

A. CSE
B. Online shopping
C. Phishing
D. Digital payment

12. Which term means: “The list of items you plan to buy online”?

A. Share
B. Shopping cart
C. Online advertising
D. B2C

13. Which term means: “A one-time code sent to your phone to confirm a payment”?

A. OTP
B. BPO
C. CSE
D. e-Business

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14. Which term means: "A fake message that tries to steal your password or card details"?

A. Online advertising
B. e-Commerce
C. Digital payment
D. Phishing

15. Which term means: "A small part of a company that people can buy"?

A. B2C
B. Share
C. Online shopping
D. BPO

Structured Questions

1. Define e-commerce and give one example each of B2C and C2C. *(3 marks)*

> Buying and selling online (1); B2C e.g. an online phone shop (1); C2C e.g. selling a used bicycle on ikman.lk (1)

2. Give two advantages and one problem of online shopping. *(3 marks)*

> Shop any time (1); compare prices (1); fake sellers or cannot touch items (1)

3. List three safety measures for paying online. *(3 marks)*

> Check https and padlock (1); never share OTP or PIN (1); avoid links in strange messages (1)

4. Nimal buys 100 shares at Rs. 50 each and sells them at Rs. 56 each. Calculate the cost, the selling value and the gain. *(3 marks)*

> Cost 100 × 50 = Rs. 5,000 (1); value 100 × 56 = Rs. 5,600 (1); gain Rs. 600 (1)

5. What is IT BPO? Give two benefits to Sri Lanka. *(3 marks)*

> Doing business work for other companies, often abroad (1); jobs for young people (1); foreign money (1)

Summary

- e-Business = whole business with ICT; e-commerce = buying and selling.
- B2C, B2B and C2C are kinds of e-commerce.
- Online shopping: search, cart, pay, delivery, review.
- Safety: https, never share OTP, trusted sellers.
- Shares are traded online on the CSE.
- Gain = selling value − cost.

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- Online adverts target the right people and count clicks.
- IT BPO brings jobs and foreign money to Sri Lanka.

MCQ answer key – 6.5

1. **D** – Customer to customer.
2. **C** – https means the data is encrypted.
3. **A** – Banks never ask for an OTP.
4. **B** – 5,600 − 5,000.
5. **A** – Colombo Stock Exchange.
6. **C** – Phishing steals details.
7. **C** – Outsourced business work.
8. **D** – Targeted adverts reach the right people.
9. **C** – e-Business – Running all parts of a business with ICT.
10. **A** – e-Commerce – Buying and selling goods or services online.
11. **B** – Online shopping – Choosing and paying for items on a website or app.
12. **B** – Shopping cart – The list of items you plan to buy online.
13. **A** – OTP – A one-time code sent to your phone to confirm a payment.
14. **D** – Phishing – A fake message that tries to steal your password or card details.
15. **B** – Share – A small part of a company that people can buy.

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