Name: Class: Mark:

1. TeenSports is an online sports shop. The brand specifically targets teenagers who want to buy specialist sportswear and would like to know what makes a good customer experience when using their website.

(a) Explain three ways in which they can make use of online communities to interact   
with their customers. [6]

(b) TeenSports find that their online communities have large costs even though the   
social networks are free to use.  
  
Discuss how it is possible for them to have large costs when managing social   
networks that are free. [6]

(c) TeenSports is considering making a new area of their website that will be a   
discussion forum for those wanting to keep fit.  
  
Explain **one** consideration they should make as part of the implementation. [2]

(d) TeenSports also have a dedicated website with an active discussion forum on   
keeping fit.  
  
Discuss how the company can give users the best experience online. [6]

[Total 20 marks]