



Q1/ Fill in below blanks with correct word/s

(3 Marks, 0.5 each)

- 1- **Environmental Scanning** is the practice of constantly keeping an eye on the surroundings and current events and acting accordingly.
- 2- **Internet governance** describes the control put in place to manage the growth of the Internet and its usage.
- 3- **Pull Model** is a supply chain that emphasis on using the supply chain to deliver value to customers who are actively involved in product and service specification”
- 4- **Procurement** refers to the activities involved in purchasing resources from suppliers.
- 5- Buying the items which are not used in the manufacturing process is called **Operating-related** procurement
- 6- One of the problems with traditional value chain is being more suitable for physical items and products and the solution for that is **Revised Value Chain**.

Q2/ For below statements, indicate whether TRUE or FALSE (AND) CORRECT the false statement only by changing one of the underlined word/s.

(2 marks, 0.5 each)

- 1- Systematic Sourcing is negotiated contracts with regular suppliers, typically in long-term relationships. **True**
- 2- Internal Value Chain is the value chain which is performed by partners. **False - External**
- 3- One of the reasons of using e-procurement is better budgeting which is enhancement in the way which the buyer sends the money to seller – **False – Improving payment**
- 4- Privacy is the right of individuals to avoid intrusion into their personal affairs. **True**

1. **Q3/ A / What are the steps of building social media strategy for ecommerce** (3 marks)

Define your goals

Find out where your audience “lives”

Create and optimize your profiles

Start posting

Use tools to automate

Interact with and engage your followers

Q3/ B / What is Information Asymmetry? Give an example.