



Q) Choose (True) or (False) for each statement and if false, correct the underlined word:

1. The micro-environment analysis means studying the internal e-business environment.
2. In portfolio analysis when both the current and the future importance are low, the business should follow an attack strategy.
3. Mission is an image of how the company will be in the future.
4. The downstream supply chain is equivalent to the buy-side ecommerce

Q) Fill in the blanks with the right word or words.

1. A _____ is a framework used to understand consumers' online behavior.
2. An e-business strategy where steps happen sequentially is called a _____.
3. A _____ happens when companies use different EDIs.
4. Diversification into _____ businesses has the least success rate.

Q) Briefly discuss the following questions:

1. What are the two kinds of consumer privacy? What are the steps a company can take to protect both?
2. What is an emergent strategy and when is it used?
3. Briefly explain what happens in the strategic objectives stage.
4. What are the dimensions studied in Porter's degree of rivalry?
5. Explain what is meant by right-channeling.
6. Discuss the two models of supply chain and compare them.



Q) A supermarket which sells food, electronic devices, clothes, cosmetic products, etc. has **many branches in multiple cities** and already has a website where people can add products to the shopping cart and make payments online, or they can pay in cash when the products are delivered to their houses.. Answer the following questions:

1. How high is the threat of new entrants? Explain the answer.
2. How powerful are the buyers? Why?
3. The supermarket has 1400 employees in total the majority work from 8.30 am to 5 pm but in the past 12 months the **turnover has increased** by 12%. How can it solve this problem?

Assistant Lecturer

Beeza A. Asim