



**L'Arbi Ben M'Hidi University\_ Oum El Bouaghi**  
**Faculty of Economics, Business, and Management**  
**Department of Management**  
**3<sup>rd</sup> Year Business Management**

**Correction of the Final Exam in English**

<b><u>Task 01</u></b>		<b>Mark</b>
1	<ul style="list-style-type: none"> <li>• False. → Internet helps also in communication, gathering information and improving business operations.</li> </ul>	0.5×2
2	<ul style="list-style-type: none"> <li>• True. → E-business owners have to study their consumers in order to determine to whom your business is addressed</li> </ul>	0.5×2
3	<ul style="list-style-type: none"> <li>• True. → Now E-commerce is a tool in developing the country's economy.</li> </ul>	0.5×2
4	<ul style="list-style-type: none"> <li>• True. → Online shoppers prefer to shop in the same places and buy the same brands that they have traditionally purchased.</li> </ul>	0.5×2
5	<ul style="list-style-type: none"> <li>• False. → International business is the business that occurs between two or more countries.</li> </ul>	0.5×2
<b>The total mark:</b>		<b>05 Pts</b>

<b><u>Task 02</u></b>		<b>Mark</b>
1	<ul style="list-style-type: none"> <li>• Marketing Mix: The blend of all decisions related to the four elements: product, price, distribution, and promotion.</li> </ul>	01
2	<ul style="list-style-type: none"> <li>• Forecasting: A decision-making tool used by many businesses to help in predicting future outcomes based on past events and management insight.</li> </ul>	01
3	<ul style="list-style-type: none"> <li>• Budget: A numerical plan for allocating resources to specific activities.</li> </ul>	01
4	<ul style="list-style-type: none"> <li>• Distribution: A set of activities required to transport and store products and make them available for costumers.</li> </ul>	01
<b>The total mark:</b>		<b>04 Pts</b>

<b>Task 03</b>		<b>Mark</b>
1	<ul style="list-style-type: none"> <li>a. Qualitative Forecasting.</li> </ul>	01
2	<ul style="list-style-type: none"> <li>b. Benchmarking.</li> </ul>	01
3	<ul style="list-style-type: none"> <li>b. Bricks and Click Business.</li> </ul>	01
4	<ul style="list-style-type: none"> <li>a. Wholesaler.</li> </ul>	01
<b>The total mark:</b>		<b>04 Pts</b>

<b>Task 04</b>		<b>Mark</b>
1	<ul style="list-style-type: none"> <li>The three stages of E-commerce development done by Bilel:               <ol style="list-style-type: none"> <li>Information Stage.</li> <li>Interaction Stage.</li> <li>Integration Stage.</li> </ol> </li> </ul>	0.5×3
2	<ul style="list-style-type: none"> <li>In my point of view, Bilel's E-commerce had succeeded because he knew his target audience well, including what they like, how much money they could spend, where they shop online....Moreover, I think that he focused on knowing his competitors by regularly visiting their websites and social media pages. Finally, i believe that he tried to place his advertisements on pages that prospective customers are most likely to visit.               <p style="text-align: center;"><input checked="" type="checkbox"/> <b><u>Any logical answers are accepted.</u></b></p> </li> </ul>	02
3	<ul style="list-style-type: none"> <li>Reasons why he would go into international level:               <ol style="list-style-type: none"> <li>To add more revenue.</li> <li>Exposure to foreign investment opportunities.</li> <li>Greater market seeking.</li> </ol> <p style="text-align: center;"><input checked="" type="checkbox"/> <b><u>Any logical answers are accepted.</u></b></p> </li> </ul>	0.5×3
4	<ul style="list-style-type: none"> <li>One of the major techniques that would help a businessman to assess the universal environment is the environmental scanning which refers to the screening of large amounts of information to anticipate and interpret changes in the environment. Environmental analysis will help the firm to understand what is happening both inside and outside the organization and to increase the probability that the organizational strategies developed will appropriately reflect the environment. Also, it is necessary because there are rapid changes taking place in the environment that has a great impact on the working of the business firm.               <p style="text-align: center;"><input checked="" type="checkbox"/> <b><u>Any logical answers are accepted.</u></b></p> </li> </ul>	02
<b>The total mark:</b>		<b>07 Pts</b>