



**Hands-on Exercise No.02**  
**DigiSkills.pk 2.0 Batch-06**  
**E-Commerce Management**

**Total Marks: 10**

**Due Date: 14/12/2023**

**Instructions:**

Please read the following instructions carefully before submitting this Hands-on Exercise:

- Use MS Word to prepare exercise solution.
- You may consult tutorials and videos if the concept is not clear.
- Your submitted exercise will not be considered/counted if:
  - It is submitted after due date.
  - It is not in the required format (.doc or docx.)
  - It does not open, or file is corrupt.
  - It is copied (partial or full) from any source (websites, forums, students, YouTube etc.).
  - Screenshots must be clear and readable.

**Learning Outcome:**

After completing this exercise, you shall be able to know:

- About Facebook Ads
- Procedure of Fulfillment by an E-Commerce Marketplace

### **Problem Statement**

You are required to find the Facebook business page(s) with active ads. You can get help from the Facebook ads library and perform the given tasks.

Use the link given below to access the Facebook ads library and search a brand name or any keyword:

<https://www.facebook.com/ads/library>

### **Tasks**

1. Provide screenshots of the **Four Shop Now** active ads on any Facebook business page; each ad must be taken from an individual page.
2. Describe the procedure of Fulfillment by marketplace.

### **Note:**

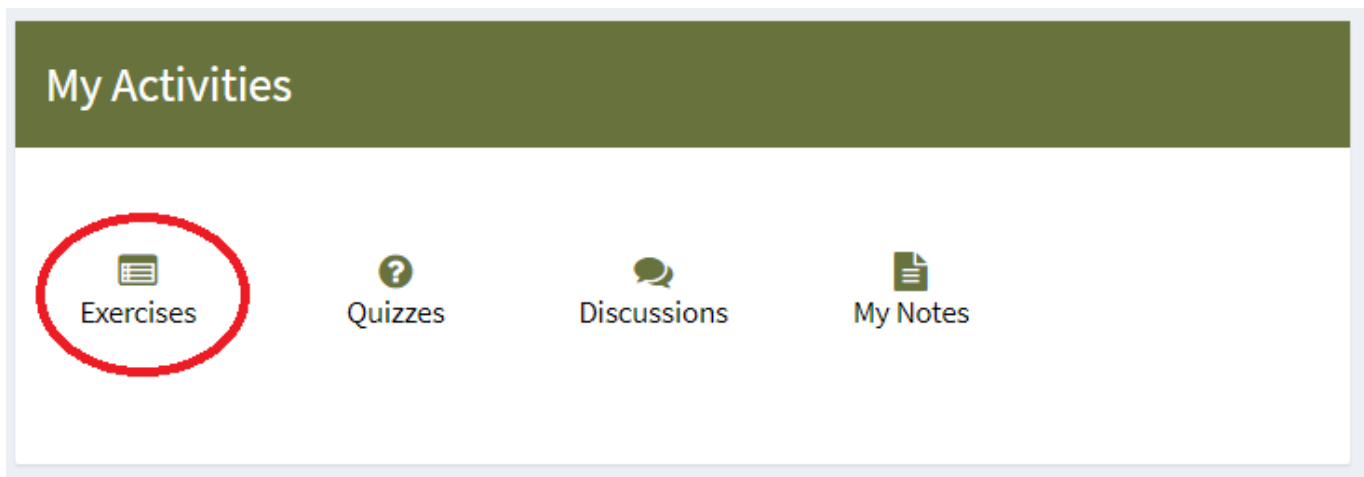
Please provide the responses to the above statements in MS Word document as the solution file.

BEST OF LUCK ☺

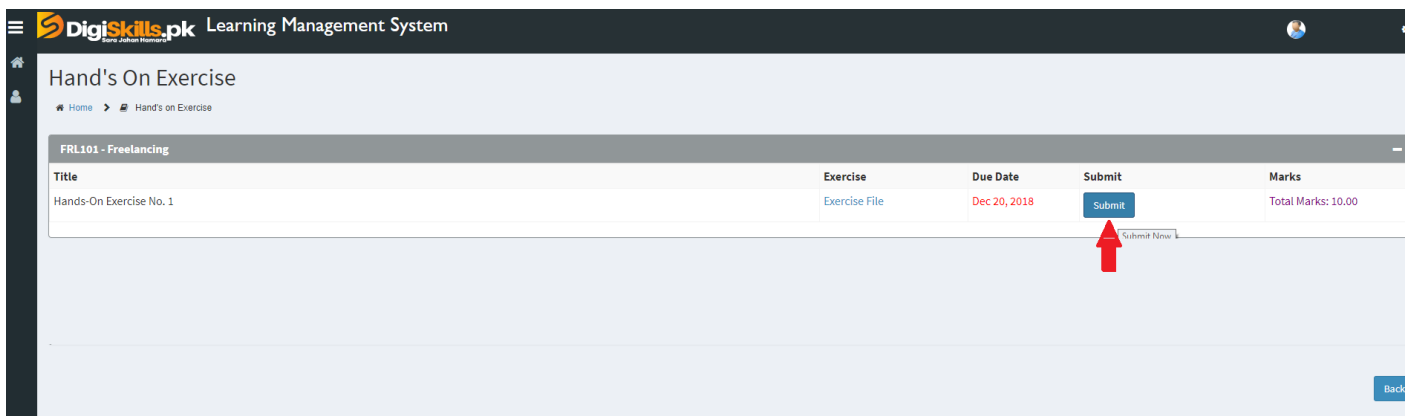
## How to submit solution file on LMS?

Please perform the following steps for submitting your solution using LMS:

- 1) Login to the LMS.
- 2) Click on the **Exercises** button within the **My Activities** section.



- 3) Click on the submit button to upload your Solution.



- 4) Keep in mind to upload your Solution in .doc or .docx format.