 <p>esprit <small>Se former autrement</small></p> <p>HONORIS UNITED UNIVERSITIES</p>	<h2 style="text-align: center;">EXAM Correction</h2> <p>Semester : 1 2</p> <p>Session : Main <input checked="" type="checkbox"/> Retake <input type="checkbox"/></p>
<p>STUDENT:</p> <p>Name</p> <p>Class</p> <p>.....</p>	<p>Code :</p>
<p>Teaching Unit :Business Management</p> <p>Module : Business Environment</p> <p>Teaching Team : InsafTekaya, Dhouha Melliti, HellaBani&MyriamZorgui</p> <p>Class(es) :3A& 3B</p> <p>Number of questions Page number : 07</p> <p>Date : 31/05/2023 Hour: 15h00 Time :1h30</p>	



Meta, a social technology company, owns not only Facebook, but also other applications such as Instagram, Messenger and WhatsApp. The company also owns a brand for the production of virtual reality devices 'Oculus'. In September 2022, it committed \$50 million to create a "Metaverse". This concept will be based on a combination of virtual and augmented reality elements and its defining quality is the effect of presence-the feeling that a person in a digital space is nearby.

Key data (2022) :

- Meta is one of the world's most valuable companies and among the ten largest corporations in the United States.
- It is considered also as one of the Big Five American information technology companies alongside : Alphabet (Google), Amazone, Apple and Microsoft.

Meta	The parent company
Number of employees	77114
Revenues	US \$116,6 billion
Net income	US\$ 23,2 billion
Shareholders	Mark Zuckerberg (PDG, 13,4%) - Eduardo Saverin (2,1%) – Dustin Moskovitz (1,2%)
Subsidiaries	Instagram – WhatsApp – Meta Quest - Metapillary

Source : www.meta.com

1. Specify the strategic activity area of the group (1 Mark) :

SBA: developing social technology

2. Classify Meta company (3 Mark) :

Classification criteria	Justification
legal (0,25)	private sector company (0,75)
Dimensional (0.25)	<p>Meta is a business group</p> <p>In 2022, Meta generated a revenue of over \$116,6 billion and a net income of over \$ 23,2 billion</p> <p>Number of employees: 77114 people</p> <p>⇒ So it is a large business + business economic and commercial performance</p> <p>(1)</p>
Sectoral (0.25)	Quaternary sector (0.5)

3.

Today, Meta is moving beyond 2D screens toward immersive virtual and augmented reality experiences, to help build the next great evolution in social technologies. In 2021, the group is committed to:

(a) Develop more than 30 tools to support families, including supervision tools that help parents to manage teen's time on our apps.

(b) Give people the power to build community and bring the world closer together.

(c) Become carbon neutral by 2030 by reducing facebook's total operational greenhouse gas emissions by 94%.

(d) Set up information systems that provide access to the right information and raise awareness of the actions needed for everyone to get involved at their own level.

(e) Become water positive by 2030 by restoring 5.8 million m³ of water in high water stress regions.

(f) Enabling surgeons to conduct live surgical procedures for training purposes or contact specialists for assistance in case of an emergency, with fully integrated monitoring of vital signs and invasive procedures.

(g) Investing in European talent to help build the Metaverse.

(h) Create 10,000 new jobs across the EU to develop the Metaverse.

3.1.Specify the main purpose of the company Meta. Explain.(0,5mark)

The main purpose of this company is an economic purpose (0.25).

Meta is one of the most successful companies in the world. It is one of the Web giants alongside Google, Apple, Amazon and Microsoft. The economic and commercial performance of Meta determines its positioning. (0.25)

3.2.Divide the information shared byMeta Groubinto goals and objectives corresponding to each specified purpose. (Rewrite the letter corresponding to the information at the frame level) (3marks):

Purposes	Goals	Objectives
Social/Human (0,5 pt)	(d) (0,25 pt) (g) (0,25 pt)	(h) (0,25 pt)
Societal (0,5 pt)	(b) (0,25 pt) (f) (0,25 pt)	(a) (0,25 pt) (c) (0,25 pt) (e) (0,25 pt)

3.3. Say whether this sentence is TRUE or FALSE. (0,5 point)

Meta is one of the companies socially accountable to itself, its stakeholders, and the public. **...TRUE...**

Exercise 2- QCU (4 points)

Tick the right answer

1. To which market category does the stock market belong?
 - a. The real market for goods and services;
 - b. The fictitious market for goods and services;
 - c. The real capital market; (1p)**
 - d. The fictitious capital market.
2. 'Lina' is used to buying a bottle of her favorite perfume twice a year at a price equal to 100 dinars. What would her buying behavior be if the price increased by 50 dinars?
 - a. Buy only one bottle a year;
 - b. Stop buying and change brands;
 - c. Buy all 2 bottles;
 - d. All 3 answers are possible. (1p)**
3. The imbalance on a given market, which causes «Excess supply», results from:
 - a. An increase in price relative to the equilibrium price; (1p)**
 - b. Quantity demanded falls relative to the equilibrium quantity;
 - c. Price falls relative to equilibrium price;
 - d. Increase in quantity demanded relative to equilibrium quantity;
4. In order to launch a new product on its market, the 'Alpha' company began by carrying out market research to identify its new target, then proceeded to design the prototype while carrying out technical tests, and finally launched an advertising campaign to attract new customers. Which functions are involved?
 - a. Marketing, finance, management, production;
 - b. Marketing, R&D, production; (1p)**
 - c. Marketing, finance, production;
 - d. Finance, Human Resources, Production.

Exercise 3 (3 points)

Associate each task with the appropriate function:

Management - Production- R&D- Finance- Purchasing- HR- Marketing

- Helps to improve production capacity and develop new technologies, processes, components and materials, as well as new products. →.... **R&D 0.5**
- Ensures forward-looking management of jobs and skills. →..... **HR. 0.5.**
- Continuously adapt production to current and future consumer needs. →.....
Marketing.....0.5.....
- An approach based on analysis and reflection to match the company's offer with present and future market demand. →..... **Marketing.....0.5...**
- Determining the best possible combination of production factors to maximize profits while minimizing costs. →..... **Production0.5.**
- Specify the tasks to be carried out by the various functions in order to achieve objectives.
→..... **Management.....0.5.**

Exercise 4: (6 points)

The “Bisshock” house is a Tunisian biscuit producer, founded in 1950. It wants to expand internationally. A newly recruited trainee carried out the following strategic diagnosis:

<p style="text-align: center;">Strengths</p> <p>A- The Research and Development Directorate is made up of 10 expert engineers.</p> <p>B- New regulations to ban palm oil in products.</p> <p>C- Little direct competition in the Maghreb countries (Libya, Algeria, Morocco).</p> <p>D- Filing of 6 patents (New recipes).</p>	<p style="text-align: center;">Weaknesses</p> <p>E- The increase in VAT(value added tax).</p> <p>F- Self-financing is limited.</p> <p>G- Very strong competition on a national scale.</p>
<p style="text-align: center;">Opportunities</p> <p>H- A very strong national brand (The quality and originality of cookies are the company's assets).</p> <p>I- The financial result is up 5%.</p> <p>J- Consumers have new expectations for healthy nutrition and appreciate the organic trend.</p>	<p style="text-align: center;">Threats</p> <p>K- The purchase of a new state-of-the-art production tool has resulted in significant indebtedness.</p> <p>L- The culture of the local population is close to the Tunisian culture.</p>

The Director-General identified 8 errors in this strategic diagnosis.

- 1- Complete the SWOT analysis below with the level of diagnosis. (0.5 points)
- 2- Place the various elements presented in the appropriate place in the frame by correcting the errors made by the trainee (**Rewrite the letter corresponding to the information at the level of the frame**) (2 points).

<p>Diagnosis internal 0,25.....</p>	<p style="text-align: center;">Strengths A- D – H (0,25) -I (0,25)</p>	<p style="text-align: center;">Weaknesses F- K (0,25)</p>
<p>Diagnosis</p>	<p style="text-align: center;">Opportunities C(0,25) , L(0,25) , J</p>	<p style="text-align: center;">Threats E(0,25) G (0,25) B</p>

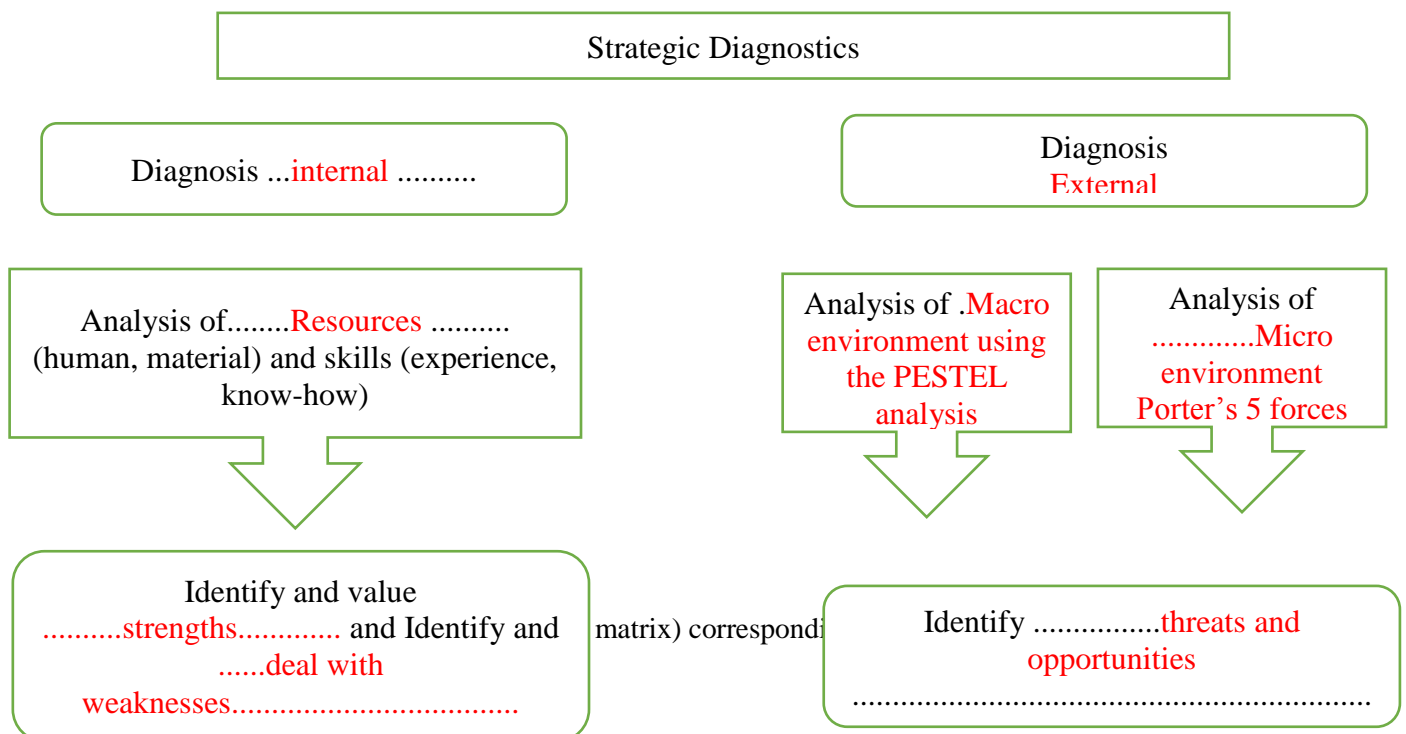
..... external 0,25		(0,25)
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	Competitive Advantage	
	Cost	Differentiation
Broad Market		X 0,5
Narrow Market		

3- Based on strategic diagnosis, specify competitive advantage (0.5 points)

The competitive advantage of bischoc is based on its intangible assets: brand image, team of experts, innovation (patent). 0.5

4- Competent explanation of strategic diagnosis: (1.5 points)



Following this strategic diagnosis, the Directorate-General took the following decisions:

D1: Launch a new range of natural and bio-organic biscuits controlled and certified.

D2: Conquer the Algerian and Libyan market.

- 6- Position each decision at the level of the Ansoff matrix and specify the strategy associated with that decision (1 points).

	ExistingProducts	New Products
ExistingMarkets		
New Markets	D2(0,25) : Market Development 0,25	D3 (0,25) Diversification (0,25)

Good Luck