

2019 Paper I	2019 Paper II
<ul style="list-style-type: none"> <li>● Main features of MNC</li> <li>● Disadvantages of joining a Franchise</li> <li>● Factors affecting a personal credit record</li> <li>● SMART goal</li> <li>● T-accounts</li> <li>● Real account vs nominal account</li> <li>● Gross Profit ratio</li> <li>● Net profit ratio</li> <li>● Return on capital employed</li> <li>● Comment on the profitability of a firm</li> <li>● Principal of Effective management</li> <li>● Advantages for production dept for adopting principal of effective mgt</li> <li>● Prepare a statement of financial position</li> <li>● Comment on the liquidity of a firm</li> <li>● Violated effective management</li> <li>● Adv of applying effective mgt</li> </ul>	<ul style="list-style-type: none"> <li>● Steps of HR manpower planning process</li> <li>● Differentiate between primary and secondary data</li> <li>● Sampling techniques and primary data</li> <li>● Non-insurable risks</li> <li>● Insurance to cover insurable risks</li> <li>● Inventory turnover</li> <li>● Objective of inventory management</li> <li>● Forms of performance-based pay</li> <li>● <b>Q5</b></li> <li>● IRR method</li> <li>● Reasons not borrow more money</li> <li>● Long-term financing (disadvantages)</li> <li>● Reasons why electronic marketing system could increase sales in the cinemas</li> <li>● Pricing strategy for movie tickets</li> <li>● <b>Q6</b></li> <li>● Promotion mix to boost its sales</li> <li>● Unfavourable sales-volume variance</li> <li>● Remedial action of promotional mix to cope with competition</li> <li>● Herzberg's Dual-factor Theory</li> <li>● Reasons of not motivated by attractive remuneration and comfortable working environment</li> <li>● Ways to motivate staff</li> <li>● On-the-job training method for newly-recruited sales trainees</li> <li>● On vs off-the-job training</li> <li>● <b>Q7</b></li> <li>● Differences between business and consumer's market of a computer company hardware and software</li> <li>● Adv of different external recruitment channels</li> <li>● <b>Q8</b></li> <li>● Market segments for a company manufacturing and selling furniture</li> <li>● Limitations of different capital investment appraisal methods</li> </ul>

2018 Paper I	2018 Paper II
<ul style="list-style-type: none"> <li>● Technological factor/online store</li> <li>● Lower production cost: globalization</li> <li>● Characteristics of SME</li> <li>● Contributions of entrepreneurship</li> <li>● Factors affecting share price</li> <li>● Dividend policy/govt policy</li> <li>● Going concern/non-current assets</li> <li>● Statement of financial position</li> <li>● Autocratic Leadership style</li> <li>● T-accounts</li> <li>● Effective mgt: unity of direction</li> <li>● reasons</li> </ul>	<ul style="list-style-type: none"> <li>● Risk management strategies</li> <li>● Three product strategies/travel agency</li> <li>● Internal communication programs: mentorship/induction/regular staff meetings/ social gatherings</li> <li>● Trade receivables turnover</li> <li>● Credit policy elements</li> <li>● <b>Q5</b></li> <li>● Operating cycle of a food truck</li> <li>● Reasons of a short cash conversion cycle</li> <li>● Limitations of using a budgetary control</li> <li>● Marketing concept (MC)</li> <li>● How to apply MC to Food Truck</li> <li>● Market segmentation</li> <li>● <b>Q6</b></li> <li>● Disadvantages of changing the remuneration system</li> <li>● McGregor's Theory X and Theory Y</li> <li>● ARR (accounting rate of return)</li> <li>● Non-financial factors for installing robotic arms</li> <li>● <b>Q7</b></li> <li>● EOQ/inventory cost</li> <li>● Distribution channel: middlemen</li> <li>● <b>Q8</b></li> <li>● Data collection methods (language learning center)</li> <li>● Steps in conducting a performance appraisal</li> </ul>

2017 Paper I	2017 Paper II
<ul style="list-style-type: none"> <li>● Joint Venture</li> <li>● Adv of Joint venture</li> <li>● Financial needs after retirement</li> <li>● Responsibilities of an investor</li> <li>● Forms of departmentalization</li> <li>● Wider span of control</li> <li>● Role of Risk management department to claim insurance</li> <li>● Accrual concept</li> <li>● Revenues and expenses</li> <li>● Trial balance</li> <li>● Business ethics</li> <li>● Stakeholders</li> <li>● Income statement</li> <li>● Management function: setting goal</li> </ul>	<ul style="list-style-type: none"> <li>● Define pure vs speculative risk</li> <li>● Types of liability insurance: public liability insurance vs employees' compensation insurance</li> <li>● 5Cs</li> <li>● Objectives of training</li> <li>● PLC: (decline stage) marketing mix</li> <li>● Types of finance and its' limitations</li> <li>● Hierarchy of needs theory</li> <li>● CRM:</li> <li>● Limitation of internal promotion</li> <li>● Characteristics of services: service quality</li> <li>● Limitations of sending questionnaires to members of membership scheme</li> <li>● Payback period</li> <li>● NPV / ARR / Internal rate of return</li> <li>● Accounting ratio to evaluate company's performance</li> <li>● Purpose of providing fringe benefits</li> <li>● Steps in formulating a marketing plan</li> <li>● Consumer's buying decision: psychological &amp; socio-cultural factors</li> </ul>

2016 Paper I	2016 Paper II
<ul style="list-style-type: none"> <li>● Journal entry</li> <li>● Business entity concept</li> <li>● Reasons for share price increase</li> <li>● investment decisions for investors</li> <li>● Reasons for franchising</li> <li>● legal and cultural</li> <li>● Gross Profit ration/net profit ratio/return on capital employed</li> <li>● Comment on profitability</li> <li>● Management by Objectives (MBO)</li> <li>● working capital/current ratio/liquid ratio</li> <li>● comment on liquidity</li> <li>● purpose of controlling</li> <li>● steps of controlling process</li> </ul>	<p>SQ</p> <ul style="list-style-type: none"> <li>● limitations of using accounting ratio</li> <li>● Herzberg's dual factory</li> <li>● direct distribution channel</li> <li>● objective of performance appraisal</li> <li>● important of financial functions.</li> <li>● Purposes of budgeting</li> <li>● two causes of favorable sales variance</li> </ul> <p>Cases</p> <ul style="list-style-type: none"> <li>● EOQ</li> <li>● Inventory costs</li> <li>● cash management: cope with liquidity problems</li> <li>● Reasons to use Payback method</li> <li>● Three non-financial problems: online shopping project</li> </ul> <ul style="list-style-type: none"> <li>● secondary data</li> <li>● limitations of using secondary data</li> <li>● PLC: maturity stage</li> <li>● off-the-job training modes: personal selling</li> <li>● non-insurable risk</li> <li>● risk management strategies</li> </ul> <p>Essay</p> <ul style="list-style-type: none"> <li>● Internal recruitment</li> <li>● Functions of HR: support measures for mild mental and physical disabilities</li> </ul> <ul style="list-style-type: none"> <li>● setting prices for new products</li> <li>● purchase decision-process</li> </ul>

2015 Paper I	2015 Paper II
<ul style="list-style-type: none"> <li>● <b>Functions of Accounting</b> recording/classifying/ summarizing/communicating</li> <li>● Limitations of financial statements</li> <li>● Business entity concept</li> <li>● Functions of <b><u>Trial Balances</u></b></li> <li>● Limitations of Trial Balances</li> <li>● <b><u>Personal</u></b> accounts (a/c receivable and payable accounts...do not need to be closed off)</li> <li>● <b><u>Impersonal</u></b> accounts: real accounts (asset/liability) X closed Nominal accounts (revenue and expense accounts)--closed</li> <li>● Accrual concept/Consistency concept</li> <li>● Nominal vs effective rates of return</li> <li>● <b>Consumer credit</b> revolving vs non-revolving Instalment vs non-instalment</li> <li>● Bank Overdrafts</li> <li>● Types of credit card: standard/premium/affinity credit card</li> <li>● Personal credit records Credit score and credit rating</li> <li>● Forms of investment saving and term deposits Deposit Protection Scheme Bonds: face value/coupon rate Stock: voting rights/dividend</li> <li>● MPF (\$7,100-25,000) Employee Choice Arrangement</li>   <li>● HSI Hang Seng Index (50 constituent co)</li> <li>● Bull vs bear market</li> </ul>	<ul style="list-style-type: none"> <li>● <b><u>Ratios:</u></b> (Functions and limitations) Profitability ratios Liquidity ratios solvency ratios Management efficiency ratios</li> <li>● <b>Sources of financing:</b> Long term vs short term debt vs equity internal vs external</li> <li>● <b>Capital Investment Appraisal</b> NPV vs Payback (strengths and weakness) financial vs non-financial factors</li> <li>● <b>Working capital management</b> cash/account receivable and payable and inventory</li> <li>● <b>Risk Management</b> pure vs speculative risk</li> <li>● <b>Risk management strategies</b> Risk avoidance/assumption/reduction/transfer insurable vs non-insurable risks Types of insurance</li>   <li>● <b>Def of Marketing concept</b></li> <li>● SWOT analysis</li> <li>● <b>Marketing strategies:</b> leader/challenger/follower/Nicher</li> <li>● <b>Market research:</b> Primary vs secondary data</li> <li>● <b><u>Data collection methods:</u></b> survey/experimental/qualitative/observational</li> <li>● <b><u>Factors affecting consumer decisions</u></b> socio-cultural/psychological(maslow's)</li> <li>● <b>Market Segmentation</b> (BY Geographic/demographic/psychographic/ behavioural/ multiple-base)</li> <li>● <b>Strategies in selecting target markets</b> undifferentiated/differentiated/concentrated</li> <li>● <b>Positioning</b> (competitive advantages of a P/S) product/service/people/channel/image</li> <li>● <b><u>criteria of the right positioning or competitive ad</u></b></li> </ul>

<ul style="list-style-type: none"> <li>● <b>Characteristics of HK economy</b></li> <li>● CEPA/WTO/APEC</li> <li>● Joint Venture/Govt dept vs public corporations/Private vs Public Limited co</li> <li>● Types of partnerships: General vs limited</li> <li>● management skills: conceptual/Interpersonal/Technical</li> <li>● Mgt functions: <b>Planning</b>(SMART goals) <b>Organizaing:</b> Tall vs short structure Span of control/communication/ Line vs staff authority forming dept: functions/product/geog <b>Leading:</b> autocratic/participative/laissez-faire <b>Controlling:</b> monitoring vs corrective measures</li> <li>● Division of labour unity of command unity of direction</li> <li>● authority vs responsibility/delegation</li> <li>● SME vs MNC</li> </ul> <p>Income statement Consistency principle in accounting Forms of business ownership  Investor compensation fund</p>	<p>(distinctive/important/superior/communicable /preemptive/affordable/profitable)</p> <ul style="list-style-type: none"> <li>● <b>Individual Product strategies</b> Product attributes/branding/packaging/ labelling/support services)</li> <li>● <u>Product line level strategies</u> line stretching vs filling Product mix width/length/depth</li> <li>● <u>Pricing strategies</u> Marketing objectives(survival/profit/share/quality) costs nature of market: perfectly / monopolistically competitive/ pure monopoly / oligopoly consumer demand/competitors' strategies</li> <li>● <u>Placing strategies:</u> (Direct/indirect distribution) (Intensive/exclusive/selective distribution)</li> <li>● <u>Promotion strategies:</u> advertising/sales promotion/public relations personal selling / direct marketing</li> <li>● <b>Product life cycle:</b> <b>(Introduction/maturity/decline)</b></li> <li>● <b>Service marketing</b> (intangibility/inseparability/variability/perishability)</li> <li>● <b>Traditional vs e-marketing</b></li> <li>● CRM strategies</li> <li>● Manpower planning</li> <li>● <b>labour demand vs labour supply</b> (permanent / temporary hire or outsourcing) (Natural attrition/layoff/termination/early retirement/voluntary resignation inducements</li> <li>● <u>recruitment</u> Internal candidates: intranet and email External candidates: ad in the mass media/internet employment agency/employee referral/ professional institutions/trade unions/job fairs</li> <li>● selection: aptitude tests/ physical abilities/ mental abilities/ personality test</li> <li>● Work sampling technique/interview(group vs stress)</li> <li>● <u>Appraising methods:</u></li> </ul>
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	<p>Graphic rating/simple ranking/MBO</p> <ul style="list-style-type: none"> <li>● Peer/self appraisal, evaluation by subordinates/ 360 degree</li> <li>● <b><u>Factors affect accuracy of performance appraisal</u></b> unclear evaluation standards/central tendency Halo effect/ personal preferences or biases different degree of leniency or strictness of evaluators</li> <li>● <b><u>Direct compensation:</u></b> time- vs performance-based salaries vs piece rate/commission/bonus/merit pay</li> <li>● <b><u>Indirect compensation:</u></b> insurance/retirement benefits/pay for time not work(holiday/paid leave/sick leave/maternity/severance pay), personal services and family-friendly benefits</li> <li>● <b><u>On-the job training:</u></b> coaching/job rotation</li> <li>● off-the job training:</li> <li>● Apprenticeship training/classroom training</li> <li>● ICT (programmed learning)training</li> <li>● simulated training/role play</li> <li>● Labour union</li> <li>● employment ordinance:(p133)</li> <li>● employee's compensation ordinance p134</li> <li>● orientation training</li> <li>● <b><u>Motivational theory:</u></b> Maslow's Hierarchy of needs, Herzberg's Two Factor, MxGregor Theory X and Y Expectancy/Equity</li> <li>●</li> </ul>
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2014

2014 Paper I	2014 Paper II
<ul style="list-style-type: none"> <li>● nominal partner (partnership)</li> <li>● Management skills functions of marketing department</li> <li>● Book of original entry</li> <li>● real account / nominal account</li> <li>● financial statement / income statement</li> <li>● present value / government bonds</li> <li>● effective management: unity of command</li> <li>● Problems</li> </ul>	<p><b>Section A</b></p> <ul style="list-style-type: none"> <li>● <u>Types of insurance restaurant:</u> Public liability insurance/ employees' compensations/comprehensive</li> <li>● <u>Economic Order Quantity (EOQ)</u></li> <li>● re-order level</li> <li>● Vroom's Expectancy Theory</li> <li>● <u>Sampling techniques</u> (marketing research) (Random, Convenience, Stratified)</li> <li>● <u>New product pricing:</u> Differences: skimming vs penetration pricing strategy</li> </ul> <p><b>Section B</b></p> <ul style="list-style-type: none"> <li>● <u>Performance appraisal methods:</u> critical incident MBO (management by objective) Graphic rating scale Ranking</li> <li>● <u>Good relationships with retailers:</u> better credit terms, monetary incentives, advertising and promotional allowance, alliance with store chains</li> <li>● <u>Steps in designing training programs</u></li> <li>● <u>Working capital management:</u> improve cash flows</li> <li>● <u>Buying behaviour:</u> Consumer market vs business market</li> <li>● <u>e-marketing strategies</u></li> <li>● sources of finances</li> <li>● <u>risk to airline: macro-environmental</u></li> </ul> <p><b>Section C</b></p> <ul style="list-style-type: none"> <li>● <u>Human resources functions</u> **manpower planning / **recruitment **performance management **training and development / **employee relations</li> <li>● <u>Investment appraisal methods:</u> NPV vs payback vs IRR vs ARR</li> <li>● Consumer buying process</li> <li>● Consumer rights</li> </ul>



2013

2013 Paper I	2013 Paper II
<ul style="list-style-type: none"> <li>● Benefit of using credit cards</li> <li>● Personal credit records</li>   <li>● External factors affect business decisions: technological, social, economic, legal, physical, political</li>   <li>● Business entity concept</li> <li>● Historical cost principle</li>   <li>● Functions of information management</li>   <li>● 2-column cash book</li>   <li>● division of work</li>   <li>● MBO</li> <li>● Advantages of MBO</li> </ul>	<p><b>Section A</b></p> <ul style="list-style-type: none"> <li>● Functions (uses) of <u>performance appraisal</u></li> <li>● Factors of granting <u>credit to consumer (5Cs)</u> Character, capacity, capital, collateral, conditions</li> <li>● <u>Customer relationship management (CRM)</u></li> <li>● <u>Progressive disciplinary actions</u></li> <li>● adv: <u>divisional departmentalization</u> by geographical location</li> <li>● <u>Importance of contracts</u></li> </ul> <p><b>Section B</b></p> <ul style="list-style-type: none"> <li>● <u>Risk management strategies</u> (avoidance/reduction/transfer/assumption)</li> <li>● <u>Data collection methods:</u> (survey, qualitative, observational, experiments)</li> <li>● <u>Criteria for evaluating a market segment</u> (purchasing power of target, growth of segment, competitions, distinctiveness)</li> <li>● <u>sources of capital</u>(shares, LT bond, LT loan, Joint-venture)</li> <li>● <u>ways of promotions</u>(advertising, sales promotion, public relations, personal selling)</li> <li>● McGregor's <u>Theory X and Theory Y</u></li> <li>● Types of <u>monetary compensation</u>: (commission, bonus, merit pay, profit sharing, stock option)</li> <li>● <u>How training due with Characteristics of services</u>(intangibility, heterogeneity, inseparability, perishability)</li> <li>● Payback period vs NPV</li> </ul> <p><b>Section C</b></p> <ul style="list-style-type: none"> <li>● <u>Accounting ratio</u>(liquidity, debt mgt/solvency, activity, profitabilty ratio)</li> <li>● <u>Causes of budget variance</u> (sales/inventories/labour/rental)</li> <li>● <u>Product life cycle (PLC)</u>: Growth stage</li> <li>● <u>internal promotion</u></li> </ul>

2012

2012 Paper I	2012 Paper II
<ul style="list-style-type: none"> <li>● limitations of using financial statements</li> <li>● Functions of operations management (inventory mgt/design of production process/quality control)</li> <li>● mutual fund (risk diversified/simplified assets mgt)</li> <li>● low risk financial instruments: (fixed time deposit, govt bonds, exchange fund bills)</li> <li>● 2 principles of effective communication: courtesy, concreteness, completeness)</li> <li>● Financial statement</li> <li>● Gross profit ratio</li> <li>● Going concern</li> <li>● stakeholders</li> <li>● sole proprietor vs partnership</li> <li>● Good business goals: (SMART)</li> </ul>	<p><b>Section A</b></p> <ul style="list-style-type: none"> <li>● <u>Indirect compensation</u>(benefits other than normal wages and salaries)</li> <li>● purpose</li> <li>● <u>elements of a sales and purchases contract</u> (offer/acceptance/consideration)</li> <li>● <u>Collective bargaining</u> (improve communication. enhance efficiency, facilitate discussion and mutual understanding, systemic)</li> <li>● <u>Three management functions: planning, organizing, leading, controlling)</u></li> <li>● <u>e-marketing: distribution functions)</u> cost-saving/wide coverage/convenience/extended service hours)</li> </ul> <p><b>Section B</b></p> <ul style="list-style-type: none"> <li>● EOQ: reduce inventory cost</li> <li>● Hedge(Euro) exchange rate risk: buy and deposit Euro, buy forward contracts on Euro, buy call options of Euro, buy futures on Euro</li> <li>● <u>Marketing concept: Satisfy customers' needs &amp; wants</u></li> <li>● Steps of <u>customer decision-making process</u></li> <li>● Marketing Mix: 4Ps</li> <li>● <u>low morale: (high absenteeism/labour turnover, lower job satisfaction, poor performance)</u></li> <li>● Herzberg's Dual-Factor theory</li> <li>● <u>Uninsurable risk: (difficult to measure the probability of financial loss, loss is not accidental, risk is speculative, law of large number is not easily applied)</u></li> <li>● <u>Elements of credit policies: (collection policy, credit term, credit standard)</u></li> <li>● Sources of funding for takeover: (shares, debenture, LT bank loans, liquidation on fixed assets)</li> </ul> <p><b>Section C</b></p> <ul style="list-style-type: none"> <li>● Steps in designing a Training program</li> <li>● NPV</li> <li>● Market segmentation of a new hotel</li> <li>● CRM (customer relationship management)</li> </ul>

2011 Paper I	2011 Paper II
<ul style="list-style-type: none"> <li>● <u>Element of business plan</u> (mission/business objectives) form of ownership operation mgt, marketing mgt financial mgt, HR mgt contingency actions</li> <li>● <u>External factors affect business decisions:</u> technological, social, economic, legal, physical, political</li> <li>● <u>Criteria for accessing Franchise (franchisor's reputation, restrictions and obligations, initial joining fee and royalty, support and assistance offered, e.g. promotion, training, franchisor's positioning and strategies match own expectation and desire)</u></li> <li>● <u>Types of financial products</u> (shares, bonds, commercial papers or other notes, derivatives., e.g. futures, warrants and options, funds)</li> <li>● <u>Factors considered to invest in certain financial products:</u> (expected return, risk bearing ability, liquidity of the financial product, time and effort involved in monitoring the investment)</li> <li>● NPV</li> <li>● Gross profit /net profit ratio</li> <li>● liquidity</li> <li>● Measures to minimize workers' dissatisfaction with layoffs</li> </ul>	<p><b>Section A</b></p> <ul style="list-style-type: none"> <li>● CRM help increase sales: (identify valuable customers, provide customized products or services, offer cross-selling/up-selling, establish long-term relationship with customers-LT sales)</li> <li>● <u>Right of consumers:</u>(right to informed/safety/heard choose)</li> <li>● <u>Hedge against foreign exchange risk</u></li> <li>● <u>manage accounts receivable effectively:</u> establish a workable credit policy, written policy with valid credit terms, sending invoices for payment promptly, immediate follow-up measures for overdue payment</li> <li>● Disadvantages of interview:</li> <li>● staff disciplinary system:</li> </ul> <p><b>Section B</b></p> <ul style="list-style-type: none"> <li>● Low staff morale: Herzberg's dual factor/McGregor's theory X and Y</li> <li>● Benefits of training and development programs</li> <li>● Steps in Training process</li> <li>● NPV</li> <li>● Financial and non financial factors</li> <li>● Risk Management Strategies</li> <li>● Characteristics of service: unsatisfactory occupancy rate</li> <li>● Marketing plan of membership scheme: SWOT analysis, target market and positioning, 4Ps, implementation and evaluation</li> <li>● ways to increase sales during off-peak hours</li> </ul> <p><b>Section C</b></p> <ul style="list-style-type: none"> <li>● Government assistance of SMEs</li> <li>● Differences: SME vs Large corporation</li> <li>● Buying decision-making process</li> <li>● marketing mix strategies: business vs individual consumers</li> </ul>

## 2010\_Practice Paper

2010 Paper I	2010 Paper II
<ul style="list-style-type: none"> <li>● <u>Stakeholders</u> of a construction company( employees, customers, suppliers, creditors, government)</li> <li>● Social responsibilities</li> <li>● Current ratio / quick ratio</li>   <li>● Monthly instalment</li>   <li>● Third-liner vs blue-chips</li> <li>● Financial vs market risk</li> <li>● Reasons to prepare financial statements</li> <li>● Income statement</li>   <li>● Tall vs flat organizational structure</li> <li>● Span of control</li>   <li>● Internal communication: (electronic means)</li> </ul>	<p><b>Section A</b></p> <ul style="list-style-type: none"> <li>● Advantages of debt financing</li> <li>● Activity ratios: Inventory turnover, collection periods, total asset turnover</li> <li>● Channels of external recruitment: job advertisements job fairs/walk-in days/ employment agencies/headhunters/employees' referrals/labour dept</li> <li>● Consumer protection measures: legislation, consumer education, product research and testing, handling consumer complaints</li> <li>● Consumer vs business market</li> <li>● Conciliation vs arbitration</li> </ul> <p><b>Section B</b></p> <ul style="list-style-type: none"> <li>● Authoritarian leadership: make decisions all by herself</li> <li>● Employees Dissatisfactions: Maslow's Hierarchy of needs / McGregors' Theory X and Y</li> <li>● Improve coordination's among employees: formal and regular meetings/ written rules and procedures/informal mechanisms (social gathering)</li> <li>● Steps in Manpower planning</li> <li>● Sources of funding: (invite friends/relatives as partners/delay payments to creditors/speed up collections from debtors/bank loans/borrow money from others</li> <li>● PLC</li> <li>● payback period vs NPV</li> <li>● Marketing mix: 4Ps</li> <li>● Budget variance</li> </ul> <p><b>Section C</b></p> <p>Steps in conducting market research</p> <p>Risk management strategies</p> <p>Human resources functions</p>

## Financial Management

**2012**

Q6

EOQ model to reduce inventory cost

Calculate the EOQ

Ways to hedge against exchange rate risk

Q7

Why 'risk of economic fluctuation' is uninsurable

Elements of credit policies to reduce delays in payment

Sources of funding for takeover

Q8

Identify the variables of NPV formula

## Marketing Management

**2012**

Q2 Elements of a sales and purchase contract of a product

Q5 Benefits of a bookstore using e-marketing to perform distribution function

Q6

c) Meaning of Marketing concept

d) Steps of customer decision making process

e) Marketing mix to enhance competitiveness

Q9:

a) Bases of market segmentation

b) Importance of CRM to a hotel

## Human Resources Management

**2012**

Q7

Adverse consequences of Low moral

Herzberg's Dual-Factor to motivate staff

Q8

Steps in implementing a 'training program'