

試題編號 Question No.

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每題另起新頁作答。

Start each question on a new page.

a) The first factor should be consider is that economic factor, whether the economy of that such smartphone is good or not, as it would show that the customers are willing to buy such brand or not and it would also help to tell whether the price should be high to low or low to high.

The second factor should be consider is the social factor when setting the price for its new mobile phone, as not every people could buy a new mobile phone, so this factor can consider about the low income ranking people, who could not afford to buy a mobile phone, and the factor should be consider so, as to help them by setting up the price to low to high price and therefore, the people would buy the mobile phone especially, the low ranking income people.

Lastly, the pshylogical factor should also be consider, so as to know which brand is famous among what kind of group for example, teenagers, adult etc. It should be considers so as know how many would love to buy samsung or Iphone mobile phone, so as to make a price decision of the mobile phone according to the likes of the people.

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Answers written in the margins will not be marked.

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(b) Firstly, the first step customers would go through for purchasing a new mobile phone is that they would select the model for example, which brand has a higher quality for example, Samsung or iPhone.

Secondly, after selecting the model of the new phone, the customers would get the feedback about the brand they have selected about the <sup>mobile</sup> phone from the company, Internet, family members or friends.

Thirdly, If the feedback customers received good from other people, they would decide it whether to buy it or not. Moreover, If the customers close one have the same model that the customer would like to buy, would definitely try once to check hows the function of the mobile phone.

Fourthly, after selecting, getting feedback from others about the mobile phone for example, is it cheap, the model is good or does it have enough functions the customer would decide whether to buy or not.

Lastly, the customer would have much information about the model of a new mobile phone and would after that go to buy a new mobile phone for themselves.

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### Comments

For most of the questions, the candidate demonstrated elementary knowledge and understanding of business management concepts, and could only apply them in identifying business problems in routine situations. He/She managed to communicate very simple factual information using common business terminology.

The candidate misunderstood the requirement of Question 1. The understanding of the Herzberg's Dual-factor Theory was very elementary and the candidate could not suggest any factors that could lead to job satisfaction for designers in a fashion company. The candidate was able to provide some benefits to a company of adopting a direct distribution channel for its product but the explanation was not specific enough in Question 3. In Question 4, the candidate showed limited knowledge of the objectives for a company in appraising the performance of its salespeople. In Question 5, it was obvious that the candidate was unfamiliar with the purposes of budgeting or causes of a favourable sales variance.

In Question 6, the candidate could not calculate the optimal order quantity correctly and had very little idea about which inventory cost component would contribute to the reduction in total inventory cost. The candidate made some suggestions to cope with Ming Kee's liquidity problem but the explanations were not clear enough. While the candidate demonstrated little knowledge of why the Net Present Value method instead of the Payback method should be used to evaluate the online shopping project, he/she was able to suggest some non-financial problems that might arise if Ming Kee would launch the online shopping project. In Question 7, the candidate had some understandings of the meaning of secondary data though the description was not clear enough. Also, the candidate misinterpreted the requirement of part (a)(ii). The candidate's understanding of the characteristics of the maturity stage of a product life cycle was very limited and he/she was also not familiar with various off-the-job training methods. Lastly, the candidate gave a reason why the frequent damage of dishware is non-insurable but the discussion of risk management strategies was not relevant to the case context. In Question 9, the candidate had some idea of the factors to be considered by a smartphone manufacturer when setting the price for its new mobile phone, but the illustration was too vague. The candidate was also unfamiliar with the steps in the purchase decision-making process.

This piece of work is of Level 1 in the HKDSE reporting scale.