

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) Firstly according to economic factors, due to the low price and income level of people, the smartphone manufacturer needs to set price at reasonable level so as to attract potential customers in market.

Secondly according to social-cultural factors, the smartphone manufacturer needs to consider whether the price should be adopted as skimming or penetrative in order to squeeze the profit or attract price sensitive customers for that purpose.

Thirdly according to competitor factors, the smartphone manufacturer needs to consider the number of competitors existing in markets so as to adjust prices on new phones so as to enlarge its market share and beat down other competitors.

Lastly according to technology factors, due to the technology advanced recently, price of new mobile phones should be set at a lower price because the prevalence of phones will lower research and development process and lower cost. So it should be set at lower price.

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(b) Firstly, there maybe a needs recognition for customers to buy mobile phones. Most of the trigger reasons are affected by internal factors like self recognition or external factors like families or friends suggestions for new phone.

Secondly, for information search by customers, there are many factors affecting them for research on information for example the price of the phone, perceived importance of new phone, urgency of changing a new phone etc. Also, personal factors like family, friends or commercial factors like advertisements, newspapers will attract target customers to look for more information of new phones.

Thirdly for evaluation of different alternatives, customers will produce a evoked set of new phone models by different attributes. like the price of the phone, convenience of usage, functions of models or the durability of models. Consumers have to choose on whether which model is the most suitable for them.

Fourthly for purchase decision, customers will choose the highest ratings of attributes among the evoked set. Most of the time the purchase decision will affect by external and situational factors which may affects the final decision making on purchase.

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~~Lastly, expectation on actual performance of the new phones is~~

Lastly, actual performance of new phones are often varies to expectations of customers on ^{new} phones, some of them may feel dissatisfied after purchasing their new phones.

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Comments

For most of the questions, the candidate demonstrated adequate knowledge and understanding of business management concepts. To a certain extent, the candidate was able to apply these concepts in analysing various management issues. He/She was able to communicate information and opinions using appropriate business terminology.

The candidate expressed some ideas about the limitations of using accounting ratios in assessing the performance of a company in Question 1 though the explanation was not very clear. In Question 2, the candidate showed good understanding of factors that could lead to job satisfaction under the Herzberg's Dual-factor Theory and its application was appropriate, though the answer was not well focused. The candidate was able to identify some benefits to a company of adopting a direct distribution channel for its product in Question 3. At the same time, some understandings of the objectives for a company in appraising the performance of its salespeople were demonstrated in Question 4, though the explanations were not completely accurate or specific enough. In Question 5, the candidate had some ideas about the purposes of budgeting for a company but his/her elaboration needed to be clearer.

In Question 6, the calculation of the optimal order quantity was incorrect owing to misunderstanding of some costs, and the analysis of how the inventory cost component had contributed to the reduction in total inventory cost was inconsistent with the requirements of the question. The candidate had some ideas about ways of coping with Ming Kee's liquidity problem but the answer was not complete or entirely appropriate to the case context. While the candidate's understanding of why the Net Present Value method should be used instead of the Payback method in evaluating the online shopping project was well-demonstrated, the answer to the non-financial problems that could arise from launching the project was not very clear or well-tailored to the case context. In Question 7, the candidate showed good knowledge of the meaning of secondary data and the limitation of its usage for understanding the needs of Centralwash's customers, though some ideas were not well described. Some characteristics of the maturity stage of a product life cycle were identified and the candidate was also able to discuss some off-the-job training methods for helping the sales team to increase the success rate of personal selling. However, the explanation of their application was not specific enough. Lastly, the candidate's knowledge about insurability was limited, and only one appropriate risk management strategy was identified.

In Question 9, the candidate showed some knowledge of the factors to be considered when setting the price for a new mobile phone, though the discussion was not clear enough and sometimes not well focused. The candidate was quite familiar with the steps involved in the purchase decision-making process though his/her elaboration was too brief and not specific enough.

This piece of work is of Level 3 in the HKDSE reporting scale.