

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	-------------------------------------	--------------------------	--------------------------	--------------------------

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

a) Firstly, the <sup>manufacturer's</sup> ~~company's~~ objective ~~can~~ can affect the pricing strategy. ~~Company~~  
The ~~the~~ objective set by the manufacturers affects the 4Ps of the new mobile phone, as it set goals and provide relevant products to ~~to~~ achieve the goal. For example, if the manufacturer aims at ~~gaining more market~~ profit maximization, skimming pricing may be adopted. Since skimming pricing means setting a high initial price, and lower the price to target more customers from time to time, it can squeeze the profit of different customers. Therefore, the manufacturer can earn as much profit as possible.

Secondly, the marketing mix strategy can affect the pricing strategy. The marketing mix strategies are Product, Place, Price, Promotion. Since the 4 strategies are interrelated, the price should be set according to the value of the other 3 ~~strategy~~ strategies. For example, if the new mobile phone has very limited functions, and use less promotion and less distributors, the price strategy can not be set to high price. Since the price should be set according to the value of the mobile phone, so cost-based pricing can be used to ~~can~~ help recovering the cost.

Thirdly, the market nature. The number of competitors and the level of competitions affect the pricing strategy. For example, in a pure competition, the ~~so~~ mobile phone should be set

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

本頁積分 Page total

--

試題編號 Question No.												
1	2	3	4	5	6	7	8	9	10	11	12	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
13	14	15	16	17	18	19	20	21	22	23	24	≥25

每題另起新頁作答。  
Start each question on a new page.

by following competitor's price, as the intense ~~price~~ competition makes a lower price can ~~also~~ attract more customers, so ~~company~~ companies may tend to follow one another's price to avoid from intense price competition.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。  
Answers written in the margins will not be marked.

本頁積分 Page total

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

b) Firstly, there is a need recognition. Customers ~~need~~ may ~~need to~~ find a need so as to buy a new mobile phone. For example, a customer has lost his old mobile phone, ~~the~~ so he need to buy a new mobile phone. Therefore, he recognized the need for mobile phone.

~~Secondly, there is an information search. Customers may need to seek informations about mobile phone~~

Secondly, there is a product specification. Customers may clarify the specific need of the products. For example, the customer may need a special need for the mobile phone, such as high ~~quality~~ image quality, special functions like "siri", etc. After clarifying the product specification, the customer can proceed to finding ~~mobile~~ mobile phones meeting his need.

Thirdly, information search. The customer seeks information about the ~~product~~ products through different means. For example, customers may search informations about the mobile phone he needed, and seek the detailed functions and the detail of the hardware of the mobile phone. After that, the customer ~~built~~ ~~up~~ has built up certain product knowledge about the specific mobile phone needed.

Fourthly, supplier search. The customer seeks for customers providing the specific product needed in this stage. For example, the

寫於邊界以外的答案，將不予評閱。  
Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。  
Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

本頁積分 Page total

--

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

寫於邊界以外的答案，將不予評閱。  
Answers written in the margins will not be marked.

customers may visit different telecommunication service providers' outlet to ask for the provision information about the specific mobile phone he needed. Therefore, the customer can know he receive a number of set of prices of different suppliers.

Finally After that, compare the different suppliers. Then a number of set of prices and information of product received, the customer then compares the different suppliers on price, product, promotion etc. For example, some suppliers may offer headphones as a free gift, some suppliers may offer a lower price but only offer the mobile phone as a single package of product. The customer need to compare different suppliers, and choose the most favourable one.

Next, actual purchase. The customer carry out actual purchase action to purchase the product. For example, the customer can order the mobile phone online or visit the outlet to purchase. The customer purchased the product and started using it in this stage.

Finally, evaluation. The customer evaluate the product after try it or using a period of time. For example, the customer may evaluate the usefulness of different functions of the mobile phone, and check whether there are bugs in the smartphone operating system. The customer can

寫於邊界以外的答案，將不予評閱。  
Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

本頁積分 Page total

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

then conclude whether the product can ~~be~~ satisfy his need.

Moreover, post-purchase behavior. Customers may carry out post-purchase behavior after purchasing a product. If the product is dissatisfactory, customer may file a complaint. For example, the customer find that the mobile phone works perfectly, and he is satisfied by the service of provider, then he may praise the mobile phone and the provider in his social circle. Therefore, word of mouth can be enhanced, and the demand for that mobile phone may then increases.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

本頁積分 Page total

--

### Comments

For most of the questions, the candidate demonstrated sound knowledge and understanding of business management concepts and was able to apply these concepts in most of the cases. He/She was able to communicate ideas and arguments in a structured manner using appropriate business terminology.

The candidate had some ideas of the limitations of using accounting ratios in assessing the performance of a company in Question 1. The candidate identified a motivator with reference to the Herzberg's Dual-factor Theory, though the explanations were not clear enough in Question 2. In Question 3, the candidate was able to identify some benefits that a company can realise through adopting a direct distribution channel for its products but some explanations needed to be more specific. In Question 4, the candidate showed some knowledge of the objectives for a company in appraising the performance of its salespeople. He/She demonstrated good understanding of the purposes of budgeting, though the analysis on the causes of a favorable sales variance was not accurate enough in Question 5.

In Question 6, the calculation of optimal order quantity was correct but the explanation on which inventory cost component contributed to the reduction in total inventory costs was not relevant to the requirements of the question. The candidate pointed out a way to cope with Ming Kee's liquidity problem, though the explanation was not quite complete. Good explanations on why using the Net Present Value method instead of the Payback method for evaluating the online shopping project were given though the discussion of non-financial problems that may arise when launching the online shopping project tended to be too brief. In Question 7, the candidate expressed some ideas about the limitations of using secondary data to help Centralwash understand the needs of its customers, though his/her understanding of the meaning of secondary data was not complete. It was evident that the candidate had good understanding of the characteristics of the maturity stage of a product life cycle. Also, he/she demonstrated good knowledge of different off-the-job training methods, though their application to the case context needed further elaboration. Lastly, the candidate provided appropriate risk management strategies to deal with the risk of frequent damage to dishware, but his/her analysis of non-insurable risk was not accurate and relevant.

In Question 9, some important factors affecting the smartphone manufacturer when setting the price for its new mobile phone were well explained and applied to the question context. The candidate demonstrated some understanding of the steps involved in the purchase decision-making process but the elaborations and applications were not completely accurate and quite confused.

This piece of work is of level 4 in the HKDSE reporting scale.