

試題編號 Question No.

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9(b). The decision-making process of customers are as follow:

First, need recognition is the first step of customer to go through the decision-making process. The customers may find an unsatisfied need, the needs will be triggered by internal and external stimuli. For example, a customer may be attracted by the advertisement of the new mobile phone model launched by a smartphone manufacturer. So he will have a thought of buying the new mobile phone, this is an external factor. While the customers' mobile phone may be damaged and need to buy a new one, this is an internal factor. Both factors will contribute to the intention of buying the new mobile phone model.

Second, information research is the second step. After the recognise of unsatisfied need, customers will find different information about the mobile phone. The deepness of information research may be various by different reasons.

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select the most promising and appropriate mobile phone based on the information and evaluation.

Fifth, post-purchase behaviour is the fifth step on the decision making process. ~~If the mobile phone satisfy the customer,~~ If the performance and quality meet customers' expectation, customer may be ~~satisfied~~ satisfied. If it exceed the expectation, customers may feel delighted and willing to purchase again. Also, customer will refer the mobile phone to other people and are more willing to purchase ~~the~~ other product from the same company again. But if the outcome fell below the expectation. Customer may feel dissatisfied and ~~willing not~~ will not purchase the product from the same ~~company~~ company again. Also, customer may switch to other company ~~and~~ ~~but~~ or may complaint to the consumer council.

The customer will go through the need recognition, ~~research~~ information research, ~~and~~ evaluation of alternative, decision making.

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and have a post purchase behaviour in the decision-making process.

9(a). There are several factors to be considered.

First, the objective and strategy the smartphone manufacturer plan to adopt will contribute to the consideration. If the smartphone manufacturer plan to increase its market shares, then it may ~~need~~ need to conduct a lower price to attract customers to buy. If the manufacturer plan to keep its competitive position, then it may need to conduct a more lower price to attack the other competitors. If the objective is to build the image which is high-end product, the ~~the~~ smartphone ~~the~~ manufacturer may conduct a higher price.

Second, ~~the~~ competitors movement and strategies will need to be taken into account.

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~~When~~ When setting the price. If competitors set a lower price to attract customers, then the smartphone manufacturer may need to consider fine-tune its price in order to compete with other competitor and to keep its competitiveness. ~~For example~~

Third, the smartphone manufacturer need to consider the purchasing ability of its target market customers. If its customers are general wealthy, then obtaining a higher price is still fine but if its customers do not have a high ability on purchasing (eg. students), then they need to consider lower the price in order to attract them.

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### Comments

With few exceptions, the candidate demonstrated comprehensive knowledge and understanding of business management concepts. The candidate was able to apply those concepts in analysing management problems in different settings. He/She was able to communicate ideas and arguments in a logical and coherent manner using appropriate business terminology.

The candidate had some ideas of the limitations of using accounting ratios in assessing the performance of a company as required in Question 1. In Question 2, the candidate showed him/herself to be quite familiar with the motivators specified in the Herzberg's Dual-factor Theory and the applications were appropriate. In Question 3, the candidate expressed good ideas about the benefits to a company of adopting a direct distribution channel for its products. In Question 4, the candidate was able to identify suitable objectives for a company in appraising the performance of its salespeople. The answer in Question 5 showed that the candidate had good knowledge of the purposes of budgeting though his/her understanding of the concept of sales variance was not precise enough.

In Question 6, despite some misconceptions in the calculation and explanation of the optimal order quantity, the candidate discussed clearly the ways through which Ming Kee could adopt to cope with its liquidity issue. The candidate also showed that he/she had a clear concept of the Net Present Value method and the Payback method. In addition, three appropriate non-financial problems that may arise if Ming Kee launched the online shopping project were identified and well explained. In Question 7, the candidate understood the meaning of secondary data very well, though the discussion on the limitations of using secondary data was incomplete. His/Her understanding of the different characteristics of the maturity stage in a product life cycle is good. The candidate also demonstrated some knowledge about off-the-job training methods, and their application to the case context was appropriate. Lastly, the candidate explained clearly why the risk of frequent damage to dishware is non-insurable and demonstrated good knowledge of different risk management strategies, though the application of risk reduction strategy to Centralwash needed further elaboration.

In Question 9 the candidate's understanding of different steps in a purchase decision-making process was good and the discussion clearly referred to the question context, though it needed more elaboration. Also, major factors that the smartphone manufacturer had to consider when setting the price for the new mobile phone were highlighted and explained. This piece of work is of level 5 in the HKDSE reporting scale.