

South Tuen Mun Government Secondary School
Business, Accounting and Financial Studies
DSE_Marketing Management_2016_B2_Q9

A smartphone manufacturer has developed a new mobile phone model and is considering setting a price for the new mobile phone. It is also planning to analyse the purchase decision-making process of its customers in order to launch the product successfully.

(a) Describe the factors to be considered by the smartphone manufacturer when setting the price for its new mobile phone. (8 marks)

(b) With reference to the purchase decision-making process, explain the steps customers would go through for the purchase of a new mobile phone. (12 marks)

- (a) Factors:
- marketing objectives: e.g. survival, profit maximisation, capture of market share or image of high quality
 - other marketing mix strategies: e.g. match the objectives of its product, place and promotion strategies
 - cost of the products: e.g. the price should be high enough to cover the total cost of the product
 - nature of the market: e.g. higher price in markets with less competition
 - affordability of the market: e.g. higher price if the purchasing power of target customers is high
 - customers' perception: e.g. customers' perception of the value of the products, whether the product is unique in comparison to others
 - competitors' strategies: e.g. similar or even more attractive pricing strategy than competitors' to capture sales
- (2 marks for each factor, max. 8 marks)

Alternative answers: e.g. high price sensitivity • (nature of the market) e.g. poor economic environment • (affordability of the market) e.g. high market demand • (affordability of the market)

- (b) Steps:
1. need recognition/stimulus: e.g. handset broken or attracted by new functions
 2. information search: e.g. from personal sources (e.g. friends, relatives, etc.), commercial sources (e.g. websites, magazines, etc.) or public sources (e.g. Consumer Council, consumer ratings, etc.)
 3. formulation and evaluation of alternatives: e.g. choose several models of suitable handset, set selection criteria, compare the features, price and quality of different models
 4. purchase decision: e.g. decide on the handset model to purchase based on the evaluation result
 5. post-purchase behavior: e.g. evaluate the performance of the handset to see whether it meets customers' expectations
- (3 marks for each relevant step in correct sequence, max. 12 marks)

12

 20 marks

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DSE_Marketing Management_2016_B2_Q8

8. A fast food chain is going to set up a new branch and is considering hiring shop supervisor for the branch through internal recruitment. At the same time, in order to fulfil corporate social responsibility, the chain is planning to hire people with mild mental and physical disabilities for the branch.

(a) Describe the advantages of hiring shop supervisor through internal recruitment. (8 marks)

(b) With reference to the functions of human resources management, suggest support measures that the chain could provide to employees with mild mental and physical disabilities. (12 marks)

(Total: 20 marks)

QUESTION 8

Marks

(a) Advantages:

8

- enhances the morale and motivation of the employees: e.g. makes them work harder to compete for promotion chances; promoted employees can get higher job satisfaction
- saves time and cost: e.g. by providing a simplified recruitment process; by making use of readily available employees' record
- easier adaption for the promoted employees: e.g. they are familiar with the working environment and culture of the chain
- better understanding of candidates: e.g. the chain knows the background, strengths and weaknesses of current employees from their past performance

(2 marks for each relevant advantage, max. 8 marks)

(b) Support measures:

12

- staffing and placement: e.g. assign jobs and duties according to staff's abilities
- training: e.g. tailor-made training programmes to facilitate staff's adaptation, learning and practice
- performance appraisal: e.g. give more frequent feedback, set realistic performance standards
- compensation and benefit management: e.g. provide special allowances, ensure an equitable compensation system to maintain their positive working attitude
- managing relations and motivation: e.g. be sensitive to their needs and feelings, avoid discrimination, enhance their self-image

(3 marks for each relevant support measure, max. 12 marks)

20 marks
