XXX Secondary School

20xx-20xx 1st Term

Business, Accounting and Financial Studies

Business Functions – Homework

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class: \_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Marks: \_\_\_\_\_\_

**Part A：Multiple Choice Questions (14 marks, 2 marks @1)**

1. The marketing manager of a cake shop wants to place an advertisement in a magazine to inform customers about the opening of a new store. Which of the 4Ps is used?
2. Product
3. Price
4. Place
5. Promotion
6. In which of the following situations should the information managers take action?
7. The flow of information within the business is slow.
8. Customers' tastes are changing, and the company's products can no longer meet the needs of customers.
9. The quality of the company's products is declining.
10. A customer database was stolen, and the data inside was not encrypted.
11. (1) and (2) only
12. (1) and (4) only
13. (2), (3) and (4) only
14. (1), (2), (3) and (4)
15. Which of the following is not a risk reduction strategy employed by theme parks?
16. Install a fire alarm
17. Provide safety training to employees
18. Regular inspection of game facilities
19. Pregnant women are prohibited from participating in individual games
20. An online game developer plans to launch a new game in Asia. Which of the following belongs to information management?
21. Hiring a game engineer
22. Finding sources of funding for new game development
23. Collecting information on similar products in Asia
24. Estimating the demand for new games
25. During a marathon, the organiser arranged for a medical team to be stationed on site so that injured or unwell participants could receive immediate treatment. Which of the following risk management strategies did the sponsor employ?
26. Risk avoidance
27. Risk assumption
28. Risk reduction
29. Risk transfer
30. Emmy chose to operate a Taiwanese restaurant in an industrial building instead of a densely populated area. Which element of the 4Ps is related to Emmy's decision?
31. Product
32. Price
33. Place
34. Promotion
35. All of the following are the importance of marketing management, except
36. Open a manager position
37. Identify and satisfy customers ‘needs
38. Formulate suitable marketing strategies
39. Maintain long-term relationships with customers

**Part B：Short questions (14 marks)**

1. Kitty Co designs software programmes for other businesses. Kitty Lau, owner of the company, makes all the business decisions herself. Thus, she has a very heavy workload, especially when her business is currently expanding. A business consultant advised her to set up a marketing department, in order to reduce her workload.

State four functions of a marketing department in Kitty Co. (4 marks)

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1. Tina is the owner of a local fast-food shop. As there were several burglaries near his shop, she is considering using risk management strategies to control risks.

Illustrate, with examples, two risk management strategies that Tina could adopt. (6 marks)

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1. Best Restaurant is a Chinese restaurant chain. In order to enhance customer relations, the company set up an information department.

Suggest how the information department could help Best Restaurant to enhance customer relations. (4 marks)

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**Part C：Long questions (18 marks)**

1. Use a real-life example of a catering service brand to compare and contrast with Tai Hing Group with respect to the six key business functions.

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| Key Business Functions | Tai Hing Group(1 mark for each function) | Chosen Catering Service(2 marks for each function) |
| 1. Human resources management
 |  |  |
| 1. Financial management
 |  |  |
| 1. Operations management
 |  |  |
| 1. Marketing management
 |  |  |
| 1. Information management
 |  |  |
| 1. Risk management
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**Reference:** Chan, R.. & Pak, C.K. (2022). *NSS BAFS Business Management 2* (Elective Part) (3rd Ed.). Pearson.