XXX Secondary School

20xx-20xx

Business, Accounting and Financial Studies

Business Functions – Homework (Answer)

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

Answer: D

1. In which of the following situations should the information managers take action?
2. The flow of information within the business is slow.
3. Customers' tastes are changing, and the company's products can no longer meet the needs of customers.
4. The quality of the company's products is declining.
5. A customer database was stolen, and the data inside was not encrypted.
6. (1) and (2) only
7. (1) and (4) only
8. (2), (3) and (4) only
9. (1), (2), (3) and (4)

Answer: B

1. Which of the following is not a risk reduction strategy employed by theme parks?
2. Install a fire alarm
3. Provide safety training to employees
4. Regular inspection of game facilities
5. Pregnant women are prohibited from participating in individual games

Answer: D

1. An online game developer plans to launch a new game in Asia. Which of the following belongs to information management?
2. Hiring a game engineer
3. Finding sources of funding for new game development
4. Collecting information on similar products in Asia
5. Estimating the demand for new games

Answer: C

1. 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 major risk management strategy did the sponsor employ?
2. Risk avoidance
3. Risk assumption
4. Risk reduction
5. Risk transfer

Answer: C

1. 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?
2. Product
3. Price
4. Place
5. Promotion

Answer: C

1. All of the following are the importance of marketing management, except
2. Open a manager position
3. Identify and satisfy customers ‘needs
4. Formulate suitable marketing strategies
5. Maintain long-term relationships with customers

Answer: A

**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)

Answer:

Functions of a marketing department in Kitty Co:

• It conducts marketing research.

• It helps market segmentation (i.e. dividing the market into subgroups with distinct needs and consumption patterns), select target markets/segments to serve and determine the market position.

• It formulates marketing strategies.

• It implements and controls marketing activities.

• It manages customer relationships.

(Any four of the above, 1 mark for each point)

(Any other reasonable answers)

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 can adopt. (6 marks)

Answer:

The risk management strategies that Tina can adopt:

• Risk assumption. Tina can bear the risk of losing ingredients if they are not very expensive.

• Risk reduction. Tina can bank all cash in the cashier at the end of each day to reduce the loss in a burglary.

• Risk transfer. Tina can buy insurance for his business against the loss of burglary.

(Any two of the above, 1 mark for each strategy, 2 marks for each example)

(Any other reasonable answers)

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)

Answer:

The information department can enhance customer relations in the following way:

• The information department can collect, store and analyze the sales data of the restaurant. This allows Best Restaurant to understand customers’ needs and preferences and forecast customer demand. This also allows the restaurant to develop dishes regarding the preferences of customers and enhance the customer relation.

(Any other reasonable answers)

**Part C：Long questions (18 marks)**

1. Identify and 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
 | (Any other reasonable answers, e.g. use centralized recruitment and appraisal system in Tai Hing Group) | (Any other reasonable answers, e.g. use a flexible recruitment way and personal appraisal in a small catering service company) |
| 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.