

Business, Accounting and Financial Studies Professional Development Sample paper and pilot test findings

Paper 2B Business Management Module

- ◆ Students' and Teachers' views on the paper
- ◆ Students' performance in the pilot test
- ◆ Preparing students for the examination

Students' Views on Paper 2B (Section A)

Short Questions

- ◆ Q1 **Customer relationship management**—factual material by revision only
- ◆ Q2 **Consumers' rights** — require application of knowledge in consumer protection
- ◆ Q3 **Risk management of an import/export company**—a bit difficult in applying hedging concept in foreign exchange risk
- ◆ Q4 **Accounts receivable concept**— easy and straight forward in credit policy
- ◆ Q5 **Disadvantages of using interview**— easy and straight forward in demonstrating knowledge of the recruitment process
- ◆ Q6 **Elements of a staff disciplinary system**—new content in HRM and too technical for students

Students' views on paper 2B (Section B)

Q7 Case Studies (HRM+Finance)

- ◆ (a) **motivation theories**— **difficult** but a **typical question** that students need to have an application of the two theories in explaining the phenomenon of low morale.
- ◆ (b) **Training & development program**— **quite easy** for students to explain the benefits and steps of providing training and development programs.
- ◆ (c) **NPV**— straight-forward in calculation and financial decision but easy to make mistakes in computation.
- ◆ (d) **Non-financial factors affecting the approach of offering of training programs**— quite difficult to attempt due to its thought-provoking answers.

Students' views on paper 2B(Section B)

Q8 Case Studies (Risk Management + Marketing)

- ◆ (a) **Risk management strategies**— easy to attempt due to its factual content knowledge required.
- ◆ (b) **Characteristics of services marketing**— easy to explain the characteristics but difficult to apply them in the causes leading to the unsatisfactory occupancy rate in hotel.
- ◆ (c) **Elements of marketing plan**— easy to answer the steps of marketing plan but a bit difficult for students' business application.
- ◆ (d) **Ways of increasing sales during off-peak period**— difficult to relate subject knowledge to real-life business scenarios (hotel operation)

Students' views on paper 2B(Section C)

Question 9 Essay Question (SMEs + HRM)

- ◆ (a) **Government assistance to SMEs**— requires students' awareness of government supports to SMEs as well as actual happenings in HK business environment.

- ◆ (b) **Comparison between an SME and a large corporation in their choice of job evaluation methods**— difficult to compare due to students' limited knowledge of job evaluation methods. In-depth analysis in job evaluation methods are usually ignored by candidates.

Students' views on paper 2B(Section C)

Question 10 Essay Question (Marketing)

- ◆ (a) **Buying decision-making process of the property development companies**— easy to attempt due to the commonly-known concepts in marketing with simple application only.

- ◆ (b) **Compare and contrast the marketing mix strategies that the manufacturer would adopt for business buyers and individual consumers**— low difficulty for students as it is a typical question for them to apply marketing concepts. But students are usually weak at in-depth elaboration.

Teacher's Views

◆ Section A Short Questions (30%)

Q1- Marketing (Customer Relationship)

Q2- Marketing (Consumer Protection)

Q3- Finance (Risk Management)

Q4- Finance (Credit Management)

Q5- HRM (Recruitment Process)

Q6- HRM (Staff Disciplinary System)

Coverage and Difficulties

- wide coverage with reasonable difficulties and appropriate length.

Teacher' Views

◆ Section B Case Studies 50%

Q7 HRM+ Finance (Motivation Theories, Staff Training and Development and NPV)

Q8 Risk Management + Marketing (Risk management Strategies, Marketing of Services, Marketing Plan and Customer Relationship Management)

Appropriate coverage in syllabus with applications to different business situations and problems.

Teacher's Views

◆ Section C Essay Questions 20%

Q9 Business Environment + HRM (Government's support to SMEs and Job evaluation methods)

Q10 Marketing (Buying decision-making process and marketing mix strategies)

Selective coverage and suitable length in questions requiring in-depth analysis , application and elaboration

Preparing students for 2B

- ◆ **Section A (Short Questions)** — wide coverage of the syllabus to test basic knowledge and essential concepts, with applications occasionally.
- ◆ **Section B (Business Cases)**— focus on comprehension and knowledge application to business situations.
- ◆ **Section C (Essay Questions)**— allow students to discuss open-ended issues in depth by demonstrating their knowledge and understanding by means of sufficiently explained and elaborated arguments with reference to the context given in the question.

Preparing students for the examination (2B)

- ◆ **Acquiring knowledge independently**—To assist and encourage students to ask questions instead of giving direct answers
e.g. lesson preparation tasks offered / short business commentaries for independent learning
- ◆ **Be well aware of business issues**— To discuss and relate business knowledge to a real-life situation of the business world in our teaching
e.g. Economic Times, Wise news
- ◆ **Critical Thinking**— To encourage students to think from a wider perspective to generate business solution, and to provide feedback and stimulate students' high order thinking in discussing issues from different angles
e.g. extracts from newspaper cases, modify GCE AL and HSC cases & questions for students' practice and application to different business scenarios.