



Students' Performance

Part A (30 marks)

(mean = 8.53; max = 17; min = 1)

Q1 CRM

- unsatisfactory
- not familiar with this topic.

Q2 Consumer rights

- good
- able to apply to the case.



Q3 Risk management

- Unsatisfactory
- not familiar with the topic (e.g. futures, options, swap)

Q4 Account receivable concept

- Fair
- ✓ Screen customers carefully; follow-up procedures
- X send invoice promptly; establish written policy & let customers know in advance.



Q5 Disadvantages of using interview

- Good
- ✓ Time consuming; costly.

Q6 Elements of a staff disciplinary system

- Unsatisfactory
- not familiar with this topic as it is a new topic.



Part B (50 marks)

(mean = 16.69 ; max = 29; min = 1)

Q7 HRM + Finance

(a) **motivation theories**

- Fair
- Cannot apply the theories to this case.

(b) **Training and development program**

(i) Benefits of training

- Unsatisfactory: not able to apply to the case.

(ii) Steps of training

- Satisfactory



(c) **NPV**

- Satisfactory

d) **Non-financial factors affecting the approach of offering training programs**

- Unsatisfactory



Q8 Risk Management + Marketing

(a) Risk management strategies

- Good

(b) Characteristics of service

✓ characteristics

X apply them in the causes leading to the unsatisfactory occupancy rate.



(c) Elements of marketing plan

- Unsatisfactory
- Not familiar with this topic.
- Some students only explain the 4P.

(d) Ways of increasing sales during off-peak period

- Fair
- Able to suggest 1 or 2 feasible solutions.



Part C (40 marks) (@ 20 marks)

Question 9 (SMEs + Large corporation)

(mean = 1.33; max = 4; min = 0)

(a) **Government's assistance to SMEs**

- Unsatisfactory.
- Not familiar with SME funding schemes.

(b) **Comparison between a SME and a large corporation in their choice of job evaluation**

- Unsatisfactory.
- Unable to mention the criteria for comparison (e.g. flexibility, formalization).



Question 10 (B2B vs. B2C markets)

(mean = 5.81; max = 12; min = 0)

(a) Buying decision-making process of the property development companies

■ Fair

(b) Compare marketing mix strategies of business buyers & individual consumers

■ Fair

■ weak at in-depth elaboration.



Teacher's Comments

Overall performance in:

- Short questions: Fair
- Case Studies: Fair
- Essay questions: Unsatisfactory



Preparing students for the examination

Types of questions in exam:

Straight forward questions

Application questions

Comparison questions

■ Straight forward questions

- Aim to test students' basic knowledge.
- Familiar with all the topics in the syllabus.



■ **Application questions**

- Test students' ability to apply the concepts to real-life situations.
- Understand the topics well.
- Do more case studies.
- Read more (e.g. Hong Kong Economic Journal Daily).

■ **Comparison questions**

- Require high-level thinking
- Think about the differences between big & small firms; different markets (e.g. B2B & B2C markets); criteria in choosing different strategies (e.g. modes of entry to overseas market).