Hong Kong Institute of Certified Public Accountants AND Hong Kong Association for Business Education

Pre-Examination Technique Seminar

Business, Accounting and Financial Studies (BAFS)

Paper 1

By Ms Leung Ka Lai (27-Nov 2021)

Part A: Multiple Choice Questions Point to note:

• Be careful with the words and read the whole statements.

• Use elimination technique to choose the best answer.

See whether the statement is partly correct or totally correct.

• Study the questions of past paper with the correct rate <50%.

Business Environment

Topics 課題:

(1)Hong Kong Business Environment 營商環境

- CEPA (更緊密經貿關係的安排)
- WTO/ APEC(世界貿易組織/ 亞太經濟合作組織)
- Globalization (全球化)
- (2) Forms of Business Ownership 企業擁有權類型
- (3)Business ethics and Social Responsibility 商業道德及社會責任

- 29. Which of the following statements are correct?
 - (1) The Mainland is the main re-export destination of Hong Kong commodities.
 - (2) The Closer Economic Partnership Arrangement is the free trade **legislation** with the purpose to promote the cross-border trade in goods and services. (agreements only)
 - (3) Hong Kong is the largest offshore Renminbi trading centre of the Mainland.

以下哪項陳述是正確的?

- (1) 內地是香港商品主要轉口的目的地。
- (2)「更緊密經貿關係安排」是一項自由貿易法規,促進貨物和服務的跨境貿易。<mark>只是</mark>
- (3) 香港是內地最大的境外人民幣交易中心。

32% A. (1) and (2) only
14% B. (1) and (3) only
20% C. (2) and (3) only
34% D. (1), (2) and (3)

- Which of the following descriptions regarding the business relationship between Hong Kong 3. and the Mainland are correct? 下列哪項關於對香港與內地的商業關係之陳述是正確的?
 - (1) The Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) covers these areas: trade in goods, trade in services, investment, economic and technical cooperation. 內地與香港關於建立更緊密經貿關係的安排 (CEPA) 涵蓋以下範疇: 貨品貿易、服務貿易、投資及經濟技術合作。
 - (2) The Mainland and Hong Kong have further signed a number of Supplements under CEPA, expanding market liberalisation and further facilitating trade and investment. 內地與香港在更緊密經貿關係的安排(CEPA)下進一步簽定多項補充協議以擴大市 場自由化及促進更多的貿易與投資。
 - (3) Hong Kong applies zero tariff to all imported goods of Mainland origin. 香港對所有原產地為內地的入口貨品實施零關稅。 (Hong Kong pursues a free trade policy and no tariff is charged on import or export of goods from/to all countries. Therefore, this is a correct statement.)
 - (1) and (2) only
 - (1) and (3) only
 - (2) and (3) only
 - (1), (2) and (3)

50%

18%

8%

24%

2017 DSE Q1

- 1. Which of the following statements about Asia-Pacific Economic Cooperation is/are correct?
 - (1) It settles trade disputes in the Asia-Pacific region. (WTO)
 - (2) It promotes sustainable economic growth in the Asia-Pacific region.
 - (3) It encourages cooperation on trade and investment in the Asia-Pacific region through high-level government-to-government dialogues.
- 1. 下列哪項有關亞太區經濟合作組織的陳述是正確的?
 - (1) 它排解亞太區的貿易糾紛。(世界貿易組織)
 - (2) 它促進亞太區的可持續經濟增長。
 - (3) 它透過政府與政府之間的高層對話, 鼓勵亞太地區在貿易和投資方面的合作。
- A. (1) only
- B. (1) and (2) only
- C. (2) and (3) only (42%)
- D. (1), (2) and (3)

- 24. Which of the following are **not** the functions of World Trade Organisation? 以下哪項**不是**世界貿易組織的功能?
 - (1) Provide a forum for negotiation to eliminate all international trade obstacles 提供平台作談判以消除所有國際貿易障礙
 - (2) Settle trade disputes among different countries all over the world 排解世界各地所有國家的貿易糾紛
 - (3) Provide loans and subsidies to developing countries for trade development 提供貸款及資助予發展中國家以發展貿易

19%

A. (1) only

40%

B. (3) only

18%

C. (2) and (3) only

23%

D. (1), (2) and (3)

30. Bob Clothing has set up a fashion shop in Hong Kong which sells clothing items imported from the United Kingdom (UK). Which of the following is/are the possible economic factor(s) that affect(s) Bob's price-setting strategy?

鮑勃服裝在香港開設了一家時裝店,出售從英國進口的服裝。以下哪項經濟因素可能會影響鮑勃的定價策略?

- A change in tax ordinance in Hong Kong (Not economic factor) 香港稅務條例的變化
- (2) Relocation of the UK suppliers' production line to the Mainland to reduce labour cost 英國供應商的生產線遷往內地以減少人工成本
 (This economic factor will affect UK suppliers, not Bob Clothing.)
- (3) The turmoil caused by the outbreak of COVID-19
 2019 新形冠狀病毒病爆發所引起的動盪
 (The turmoil will be the worldwide economic downturn caused by the serious pandemic)

7% A. (3) only
38% B. (1) and (2) only
37% C. (1) and (3) only
18% D. (2) and (3) only

11%

26%

12%

51%

- Which of the following are inevitable impacts of globalisation on Hong Kong business? 下列哪項為全球化對香港企業的必然影響?
 - (1) Firms can introduce advanced production technology which is not available locally. 企業能引進一些本地尚未能提供的先進科技作生產。
 - (2) Firms can diverse their risk by expanding businesses across borders. 企業能跨境擴張業務以分散風險。
 - (3) Firms can reduce their production costs by sourcing materials through the internet. 企業能透過互聯網採購物料以降低生產成本。
 - A. (1) and (2) only
 - B. (1) and (3) only
 - C. (2) and (3) only
 - D. (1), (2) and (3)

- 4. Which of the following characteristic(s) is/are common to both private limited companies and public limited companies?
- (1) At least have one company shareholder
- (2) Need to disclose financial information to its shareholders
- (3) Shares can be transferred (shares of a limited company can be transferred with approval of board of directors)

以下哪項是私人有限公司和公眾有限公司的共同特徵?

- (1) 最少有一位公司股東
- (2) 須要向其股東披露財務資料
- (3) 股票可被轉讓(得到董事局同意後可轉讓)
- A. (1) only
- B. (1) and (2) only
- C. (2) and (3) only
- D. (1), (2) and (3) (39%)

2019 DSE Q9

Which of the following statements about business ethics is/are correct?

- (1) Business actions that are legally acceptable may be unethical.
- (2) A 'code of ethics' is compiled by the government for businesses.
- (3) Business ethics are a set of clearly-defined moral principles and standards that a business should follow.
- A. (1) only (49%)
- B. (2) only
- C. (1) and (3) only
- D. (2) and (3) only

下列哪項有關商業道德的陳述是正確的?

- (1) 法律上可接受的商業行為可能是不道德的。
- (2) 「專業操守」是政府為企業編製的。
- (3) 商業道德是企業應遵循的一套有明確定義的道德原則和標準。
- A. 只有 (1) (49%)
- B. 只有 (2)
- C. 只有 (1) and (3)
- D. 只有 (2) and (3)

Reference: DSE 2020 and 2019

Which of the following companies does not fulfill the social responsibility towards its stakeholders?

- A company adopts a strict credit policy for its customers. (Reason Behind)
- A company does not distribute dividend to ordinary shareholders. (Reason Behind)
- A company charges a higher price than its competitors selling the same type of product. (Reason Behind)
- A company does not provide training and development opportunities for its employees. (Legal but not social)
- A company does not allow its staff to work from home when there are adverse weather conditions. (Legal but not social)
- A company pays the minimum wage to its staff. (Legal but not social)

Which of the following are **not** social responsibilities of a business to respective stakeholders? 下列哪項不是企業對個別持分者的社會責任?

Stakeholders 持分者

- (1) Customers 顧客
- (2) Shareholders 股東
- (3) Community 社區

Social responsibility

社會責任

Provide low-priced products and services

提供廉價的產品及服務

Ensure that shareholders receive dividends each year

確保股東每年能收取股息

Provide employment opportunities to all people

提供就業機會予所有人

31%

21%

20%

28%

A. (1) and (2) only

B. (1) and (3) only

C. (2) and (3) only

D. (1), (2) and (3)

Introduction to Management

Topics課題:

(4) Four Management Functions (4)管理功能

(5) Five Management Principles (5)管理原則

(6) Key Business Functions (6)商業功能

(7) SMEs 中小企

- Definition of SMEs 中小企定義
- Characteristic of SMEs 中小企特徵
- Entrepreneurship 企業家

25. An online store sets the following goal for employees:

"In 2019, we reply emails from our customers faster."

Which characteristic of a SMART goal has been violated in the above goal setting?

一家網上商店為其員工制定了以下目標:

"在 2019 年,我們要更快地回覆客戶的電子郵件。"

上述制定的目標違反了哪項 SMART 目標的特點?

- (1) Relevance 相關
- (2) Specific 具體
- (3) Measurable 可衡量 (how to measure faster?)
- A. (1) only
- B. (3) only (29%)
- C. (1) and (2) only
- D. (2) and (3) only

- 14. Which of the following statements about Management by Objectives is/are correct? 以下哪項有關目標管理的陳述是正確的?
 - Superiors and subordinates have to hold meetings frequently in order to understand the problems encountered by subordinates.
 - 上司和下屬必須頻密地進行會議,以了解下屬遇到的問題。
 - (2) Subordinates have greater motivation to achieve the goals set by themselves. 下屬有較大的動力去達成自己訂立的目標。
 - (3) Superiors can monitor subordinates to achieve organizational goals ultimately. 上司能夠監察下屬去達成組織的最終目標。

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8% A. (1) only
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22%

23%

47%

B. (1) and (3) only

C. (2) and (3) only

D. (1), (2) and (3)

22. May and June are the directors of KPA Limited. They both oversee the direction of development and all staff of the company. Which of the following principles of effective management have been violated? 美美與朱妮是加栢有限公司的兩名董事,她們共同監察公司的發展方向及所有員工。此舉違反了下列哪些管理原則?

- (1) Unity of command 統一命令
- (2) Unity of direction 統一方向
- (3) Division of work 分工
- 42% A. (1) and (2) only

31%

13%

14%

- B. (1) and (3) only
- C. (2) and (3) only
- D. (1), (2) and (3)

- 12. Which of the following is **not** the advantage of Management by Objective (MBO)?
- A. Subordinates have a higher commitment to the goals of the organization after thorough discussion.
- B. The organisation goals are translated into objectives for the near future and each subordinate would clearly know the yearly targets to achieve. ?? (22%)
- C. Superiors **need much more time to review** the action plan periodically but the progress of work is **under better control**.
- D. The negotiation between the superiors and subordinates may be demanding and yet there are more opportunities to exchange their thoughts.
- 12. 以下哪項不是目標管理(MBO)的好處?
- A. 下屬在充分討論後對機構的目標有更高的承擔感。
- B. 機構的目標被轉化為近期的目標,而每個下屬都能清楚地知道要達到的年度目標。?? (22%)
- C. 雖然上司需要**更多的時間來定期審視**行動計劃,但工作進展能得到更佳的控制。
- D. 上司和下屬之間的協商可能是費力的,但有更多的機會讓他們交流想法。

- 12. Which of the following tasks are performed by the marketing department of a company?
 - (1) <u>conduct</u> survey on customer needs
 - (2) formulate promotion strategies of the product
 - (3) design the remuneration package for the salespersons (by human resources dept.)
 - (4) sort out customers' data for maintaining customer relationship (by IT dept.)

以下哪項工作由公司的市場營銷部門執行?

- (1) 對顧客的需要進行調查
- (2) 制定產品推廣策略
- (3) 設計銷售人員的薪酬待遇方式(人力資源)
- (4) 整理顧客數據以維持與客戶關係(資訊科技)
- A. (1) and (2) only (41%)
- B. (3) and (4) only
- C. (1), (2) and (4) only
- D. (1), (2), (3) and (4)

- 23. Which of the following statements are correct descriptions of SMEs?
 - (1) They enjoy lower profits tax rate.
 - (2) They serve only local customers on small market.
 - (3) They are usually lack of economies of scale.
 - (4) The owners often could not afford to hire management specialists.

以下哪項中小型企業的描述是正確的?

- (1) 它們享有較低的利得稅稅率。
- (2) 它們只在狹小市場服務本地顧客。
- (3) 它們通常缺乏規模經濟
- (4) 東主通常無法承擔聘用管理專才。
- A. (1) and (2) only
- B. (3) and (4) only (40%)
- C. (1), (3) and (4) only
- D. (2), (3) and (4) only

- 29. Which of the following statements concerning small and medium enterprise (SMEs) in Hong Kong is/are correct? 下列哪項陳述關於香港的中小型企業 (中小企)是正確的?
 - (1) SMEs serve the local market by introducing new technology. 中小企透過引入新科技以服務本地市場。
 - (2) SMEs provide a majority of job opportunities in Hong Kong. 香港大部分的工作職位由中小企提供。
 - (3) The number of employees of an SME is fewer than 100. 中小企的僱員人數少於 100 人。(Non-manufacturing enterprises <50)

12%

32%

40%

16%

- A. (1) only
- B. (2) only
- C. (2) and (3) only
- D. (1), (2) and (3)

Introduction to Accounting

Topics課題:

(1) Accounting Function, Uses and Limitations of Financial Statements

會計功能、財務報表用途及限制

- (2) Double entries 複式記帳
- (3) Trial Balance 試算表
- (4) Financial Statements 財務報表
- (5) 5 Accounting concepts 5會計概念
- (6) 5 Accounting Ratios 5會計比率

- 22. Which of the following accounting equation is incorrect?
- A. Assets Capital Revenue + Expenses + Drawings = Liabilities
- B. Capital + Revenue Expenses Drawings + Non-current liabilities = Assets Current liabilities
- C. Current liabilities + Non-current liabilities = Non-current assets + Net current assets Capital (46%)
- D. Capital = Non-current assets + Current assets Non-current liabilities Current liabilities

以下哪項會計等式是不正確?

- A. 資產 資本 收益 + 費用 + 提用 = 負債
- B. 資本 + 收益 費用 提用 + 非流動負債 = 資產 流動負債
- C. 流動負債 + 非流動負債 = 非流動資產 + 流動資產淨值 資本 (46%)
- D. 資本 = 非流動資產 +流動資產 非流動負債 流動負債

Working capital 營運資金 = Net current assets 流動資產淨值 (CA - CL) (流動資產 – 流動負債)

- 9. In December 2017, a company made the following transactions:
 - Dec 11 Purchased goods on credit from C Chan for \$2,400, before deducting a 4% trade discount.
 - Dec 19 Returned goods purchased from a supplier on credit for \$180.
 - Dec 27 Purchased goods on credit from WH for \$3,500, with 10% cash discount if the payment was made within 7 days.

Calculate the total amount of purchases recorded for the month of December 2017 in the purchases account?

於 2017年 12月,某公司有以下的交易:

12月11日 向陳先生賒購貨品\$2,400,未扣除 4%營業折扣。

12月19日 退回向供應商賒購的貨品\$180。

12月27日 向偉康賒購貨品\$3,500,如在7天內付款可享10%現金折扣。

计算 2017 年 12 月在購貨帳戶記錄的購貨總額。

- A. $$5,454 (2,400 \times 0.96 + 3,500 \times 0.9)$
- B. $$5,624 (2,400 \times 0.96 + 3,500 180)$ (Goods returned should not reduce Purchases)
- C. $$5,804 (2,400 \times 0.96 + 3,500)$ (24%)
- D. \$5,900 (2,400 +3,500)

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Z U I		IVI	U	C	N	Г	Г

26. When a customer returns some goods to a company, the company should receive _____ from the customer.

A. a debit note (41%)

- B. a confirmation note of goods returned
- C. an adjusted sales invoice
- D. a credit note

當客戶向公司退回某些商品時,**公司應從客**戶收到______。

- A. 借項通知單 (41%)
- B. 退貨確認單
- C. 調整後的銷貨發票
- D. 貸項通知單

	Issued (發出)	Received (收到)
Debit Note (借項通知單)	RO (購貨退出)	RI (銷貨退回)
Credit Note (貸項通知單)	RI (銷貨退回)	RO (購貨退出)

Trade Payable 應付貨款			
RO	\$ XXX		

	Tra	ade receiva	ble 應收貨款	
			RI	\$ XXX

30. On 13 July 2017, Sun Enterprise purchased goods totally \$9,000 on credit from Moon Company, and obtained a 5% trade discount. If Sun Enterprise repays within 23 days, it can enjoy a 2% cash discount.

If Sun Enterprise repaid an amount on 22 July 2017, what are the double entries in Moon Company of this transaction? (Moon Company is the seller in this transaction i.e. collection of debtors within the cash discount period)

		Dr		Cr	
A.	Trade payables	\$8,379	Bank	\$8,379	
B.	Trade payables	\$8,550	Bank	\$8,550	
C.	Bank	\$8,550	Trade receivables	\$8,550	
D.	Bank	\$8,379	Trade receivables	\$8,379	(37

(37%)

於2017年7月13日,太陽企業向月亮企業賒購\$9,000的貨品,並取得營業折扣5%。若太陽企業在23天內還款,它可享有2%現金折扣。

如果太陽企業於2017年7月22日償還款項,此交易在月亮企業帳冊上的複式記帳是甚麼? (在此項交易中,月亮企業是賣家,那是在折扣期內收取債務人的付款。)

		借		貸	
В.	應付貨款	\$8, 379	銀行存款	\$8, 379	
В.	應付貨款	\$8, 550	銀行存款	\$8, 550	
C.	銀行存款	\$8, 550	應收貨款	\$8, 550	
D,	銀行存款	\$8, 379	應收貨款	\$8, 379	(37

16. If an account shows a debit balance in a trial balance, which of the following statements about that account is correct?

若試算表上的某帳戶顯示為借方餘額,下列哪項為該帳戶的正確陳述?

52%

18%

11%

19%

- A. This must be either an asset account or expense account. Drawings (Dr) capital a/c 這必然是資產帳戶或費用帳戶。
- B. This must be either a personal account or real account. 這必然是人名帳戶或實帳戶。
 - The account balance must be shown in the statement of financial position. 這帳戶的餘額須在財務狀況表顯示。
- D. This may be a revenue account. 這可能是收益帳戶。 Sales returns (Dr) revenue a/c

The following information was extracted from the books of King Kong's firm as at 31 December 2019: 以下資料於 2019 年 12 月 31 日摘錄自金剛商號的帳冊:

		\$
Packaging expenses	包裝費用	5,900
Carriage inwards	購貨運費	5,910
Carriage outwards	銷貨運費	2,150
Drawings	提用	1,000
Returns inwards	銷貨退回	180
Sales	銷貨	56,700
Purchases	購貨	32,100
Returns outwards	購貨退出	560
Inventory as at 1 January 2019	存貨,於2019年1月1日	2,500
Capital as at 1 January 2019	資本,於2019年1月1日	150,000
Cash sales	現金銷貨	1,000

4. If the inventory as at 31 December 2019 amounted to \$1,300, what would be the gross profit for the year? 若存貨於 2019 年 12月 31 日的金額為\$1,300,本年度毛利是多少?

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9% A. $11,970 (56700–180) – (2500+32100+5910+5900–560–1300)
7% B. $17,110 (56700–560) – (2500+32100–180+5910–1300)
47% C. $17,870 (56700–180) – (2500+32100+5910–560–1300)
D. $18,870 (56700+1000–180) – (2500+32100+5910–560–1300)
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5. Calculate return on capital employed for the year ended 31 December 2019 if the net profit is \$6,750. 若淨利為\$6,750,計算截至 2019 年 12 月 31 日的運用資金報酬率。

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13% A. 4.33% 6750/(150,000+6,750-1000)*100% (using closing capital)
14% B. 4.40% 6750/{[150,000+(150,000+6,750)]/2} *100% (using average capital but ignore drawings)
43% C. 4.42% 6750/{[150,000+(150,000+6,750-1000)]/2} *100% (using correct average capital)
30% D. 4.50% 6750/150,000*100% (using opening capital)
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Personal Finance

Topics 課題:

(1) Time value of Money 金錢時間值 (NPV, FV, Effective Rate, Nominal Rate 淨現值、未來值、實際回報率,名義回報率)

- (2) Consumer Credit 消費者信貸
- (3) Risk and Return of Common Financial Products 常見的投資產品的風險與回報
- (4) Personal Financial Planning個人理財計劃 and MPF
- (5) Stock Trading as an Investment 股票交易作投資

24. It is a common practice for the banks in Hong Kong to pay semi-annual interest to all savings accounts on 30 June and 31 December each year. The following is an 18-month savings plan starting on 1 January 2016. Calculate the net present value of the investment (to the nearest dollar) if the nominal interest rate is 4% per annum:

Events	Amount in \$	
First Deposit on 1st of July 2016	40,000	End of period 1 (outflow)
Second Deposit on 1st of January 2017	30,000	End of period 2 (outflow)
Cash Return on 30 th June 2017	77,000	End of period 3 (inflow)

香港銀行慣常於每年6月30日及12月31日,向所有儲蓄帳戶支付半年的利息。以下是從2016年1月1日開始的18個月儲蓄計劃。如果名義利率為每年4%,計算儲蓄計劃的淨現值(計算至整數元):

<u>事件</u>	金額(\$)
2016年7月1日的第一次存款	40,000
2017年1月1日的第二次存款	30,000
2017年6月30日的現金回報	77, 000

Compound semi annually i.e. 4%/2 for 6-month

```
A. 2,345 [-40,000] + [-30,000/(1+4\%)] + [77,000/(1+4\%)^2]
```

B.
$$4,508$$
 $[-40,000/(1+4\%/2)] + [-30,000/(1+4\%/2)^2] + [77,000/(1+4\%/2)^3]$ (38%)

C.
$$2,254$$
 $[-40,000/(1+4\%)] + [-30,000/(1+4\%)^2] + [77,000/(1+4\%)^3]$

D.
$$62,178 \left[-40,000/(1+4\%/2)\right] + \left[\frac{30,000}{(1+4\%/2)^2}\right] + \left[\frac{77,000}{(1+4\%/2)^3}\right]$$

- 6. Which of the following statements about the relationship between risk and return are correct? 以下哪項有關風險和回報關係的陳述是正確的?
 - (1) Diversification of investment can spread systematic risk of the market.
 多元化投資能夠分散市場的系統性風險。
 - (2) Higher risk does not necessarily mean higher return of investment. 較高的風險不一定意味著較高的投資回報。
 - (3) For general investors, higher expected return should be compensated for their risk bearing.

對於一般投資者而言,較高的預期回報應能抵償他們所承擔的風險。

28% A. (1) and (2) only

14%

32%

26%

B. (1) and (3) only

C. (2) and (3) only

D. (1), (2) and (3)

2017 DSE Q7

Anna is 62 years old and works as a part-time consultant in a firm, with a monthly salary of \$40 000. Under the Mandatory Provident Fund System, what will be the amount Anna contributes each month?

江娜現年62歲,是一家企業的兼職顧問,月薪\$40 000。在強制性公積金制度下,江娜每月供款多少?

A. \$4000

B. \$2000

C. \$1500 (35%)

D. \$0

Important Notes for MPF

Monthly Relevant Income	Contributions Payable by	Amount of Mandatory Contributions Payable by Employee		
Less than \$7,100	Relevant income x 5%	No contributions required Relevant income x 5%		
\$7,100 to \$30,000	Relevant income x 5%			
More than \$30,000	\$1,500	\$1,500		

Voluntary Contributions

Employers, employees and self-employed persons are free to make voluntary contributions on top of their mandatory contributions.

One of the rights of employees:

Employees, <u>once a year</u>, opt to transfer the accrued benefits derived from the employee mandatory contributions in their contribution accounts to a scheme of their own choice (New Scheme).

Source from MPFA

- 25. Which of the following statements about the personal financial planning at different life stages is correct?
 - A. The most important objective of estate planning in Hong Kong is to minimize tax expenses.
 - B. For married couples with young children, the insurance protection for parents is more important than children. (Need to protect breadwinners first) (12%)
 - C. Retirement planning is needed at the pre-retirement stage only and more financial resources must be directed to savings for retirement preparation.

 (preparation should begin long before retirement)
 - D. The most important objective of savings management for retired people is providing enough resources for medical expenses.
 (most important objective is providing resources for living expenses)

以下哪項陳述關於在人生不同階段的個人理財規劃是正確的?

- A. 遺產管理在香港的最重要目的是減少稅項。
- B. 對於已婚而育有年幼孩子的夫婦,父母的保險保障較孩子的更為重要。 必須先保障養家的人(12%)
- C. 只有將近退休前才須制定退休計劃,而更多的財務資源必須投放於儲蓄作退休準備。
- D. 储蓄管理的最重要目的是為已退休人士就醫療費用提供足夠的資源。

15%

28%

44%

13%

25. Arrange the monthly increase of personal account under Mandatory Provident Fund Scheme for the following people in a descending order.

按降序排列以下人士在強制性公積金計劃下的個人賑戶每月的增幅。

Maggie: She is now 66 years old and is working as a supply teacher to earn monthly salary of

\$11,000 in a primary school after retirement.

瑪姬: 她現時 66 歲,於退休後現在一家小學任職代課老師,賺取月薪\$11,000。

John: A self-employed business owner earns monthly salary of \$10,000 from his own

business.

約翰: 一名自僱的企業東主從其企業賺取月薪\$10,000。

Susan: She works in a tutorial school on a part-time basis with a monthly salary of \$7,100.

蘇珊: 她以兼職形式於一家補習社工作,其月薪為\$7,100。

A. Maggie → Susan → John 瑪姬 → 蘇珊 → 約翰

B. Maggie → John → Susan 瑪姬 → 約翰 → 蘇珊

C. John → Susan → Maggie 約翰 → 蘇珊 → 瑪姬

D. Susan → John → Maggie 蘇珊 → 約翰 → 瑪姬

- 21. Which of the following about the stock market in Hong Kong is/are correct? 下列哪項關於香港股票市場是正確的?
 - (1) Ownership and continuity of management are both parameters for listing on the Main Board or the Growth Enterprise Market (GEM). However, the requirements for listing on the GEM are relatively looser. 擁有權和持續的管理層都是公司於主板或創業板上市的決定因素,而在創業板上市的要求則比較寬鬆。
 - (2) Hang Seng Index is the main indictor of the overall market performance representing daily share price changes of most listed companies in Hong Kong. 恒生指數是整體市場表現的主要指標,代表大部分香港上市公司的日常股票價格之變化。
 (Only 50 constituent companies represent about 58% of the capitalisation of the Hong Kong Stock Exchange)
 - (3) Only companies listed on the Hong Kong stock market are eligible to declare dividends to shareholders. 只有香港股票市場內的上市公司合資格向股東派發股息。
- A. (1) only
 - B. **(3)** only
 - C. (1) and (2) only
 - D. (1), (2) and (3)

19% 8% 56% 17%

- 22. Which of the following descriptions about obligations of a personal investor is/are correct? 以下哪項有關個人投資者責任的描述是正確的?
 - (1) Ask the broker to explain the rationale behind the recommendation of investment 要求經紀解釋所提出投資建議背後的理念 (Right of investors)
 - (2) Settlement of funds on time按時支付作結算的金額 (Obligation of investors)
 - (3) Get the details of charges levied by reading the transaction documents 為了解收取費用的詳情而細閱交易文件 (Right of investors)

18% A. (1) only

16% B. (2) only

25% C. (3) only

41% D. (2) and (3) only

Part B Points to note:

Candidates mixed the concepts

(e.g. steps of controlling/ steps of planning/ different types of business ownership/accounting concept...)

(例: 控制步驟/計劃步驟/不同的企業擁有權/會計概念...)

Some candidates misinterpreted the questions and thus gave the wrong answers.

Most candidates failed to give clear and complete answer, just memorized the extracted points in the textbook.

Most candidates memorized the points in textbooks without applying concepts to the situation given by the question.

Answering the questions without applying the BAFS's knowledge

Business Environment

Factors affecting business decision 影響企業決定的因素

2019 MOCK PP Q1

In 2018, Wonderful Ltd is going to start producing 3D horror movies. The CEO of the company asked the marketing department to conduct market research and identify the external factors that may affect the prospect of the project.

Explain one social factor that may affect Wonderful Ltd's decision to produce a 3D horror movie.

2018年,美妙有限公司將開始製作3D恐怖電影。公司行政總裁要求市場營銷部門進行市場調查,找出可能影響項目前景的外在因素。

解釋可能影響美妙有限公司決定製作3D恐怖電影的一項社會因素。

(a) |影響其決定的社會因素:

- 年齡分佈:恐怖電影不適合兒童觀看及決定將會受成年人人口比例而影響。/年輕人喜歡較刺激的視覺感受及決定將會受年輕人人口比例而影響。
- 性別比例:男性較女性更喜歡動作和恐怖電影。因此,較多的男性人口將對該項目有更大的優勢。
- 教育水平:製作 3D 電影的技術要求較高,因此需要較高教育水平的技術人員/學歷的勞動人口。/觀眾教育水平提升,要求高質素的 3D 電影。
- 當地文化:喜歡刺激冒險文化/喜歡高科技 3D 電影的國家能成為 3D 恐怖電影的有利條件,將對該項目有更大的優勢。

(任何1項:相關的因素1分及適切的闡述1分,最高2分)

The social factor that may affect the decision:

- Age distribution: Horror movie is not suitable for children and the decision will be affected by the proportion of adult population. / Young people are fond of excitement and the decision will be affected by the proportion of young population matters.
- Sex Ratio: Men prefer action and horror movies more than women. Therefore, larger male population will have greater advantage to the project.
- Education level: The technical requirements to produce a 3D movie are demanding and hence requires technical workforce with higher education level. / The education level of the audience improves and they demand for high quality 3D movies.
- Local culture: The culture of a country which prefers a taste for adventure / prefers high tech 3D movies will be a favourable condition for 3D horror movie and have greater advantage to the project.

(any 1 of the above: 1 mark for title and 1 mark for elaborations, max. 2 marks)

2

2020 MOCK PP Q1

- Nisson Foods Holdings Limited is a company operating in Japan. After conducting marketing research, the company's Chief Executive Officer (CEO), Yuto decides to set up Nisson Foods (HK) Limited in Mongkok to sell Japanese imported goods.
 - (a) Explain one economic factor that Yuto should consider when planning to set up his company in Hong Kong. (2 marks)

- 日星食品控股有限公司是一間在日本營運的公司。在進行市場調查後,公司行政總裁湯藤 決定在旺角成立日星食品(香港)有限公司以售賣進口的日本食物。
 - (a) 解釋湯藤計劃在香港成立公司時應該考慮的一項經濟因素。 (2分)

- 1(a) One economic factor
 - Exchange rate (importing foods from Japan, capital transfer to and from Japan)
 - Interest rate (comparing the borrowing costs in HK and Japan to decide where to raise the funds)
 - Tax rate (comparing the level of profits tax)
 - Level of operating costs (level of rental cost, wages level etc.)

(1 mark for title and 1 mark for elaborations, max. 2 marks)

- 1(a) 一項經濟因素
 - 匯率(貨物由日本入口、匯進匯出日本的資金)
 - 利率 (比較香港與日本兩地的借貸成本以決定在那籌集資金)
 - 稅率 (利得稅水平的比較)
 - 營運成本水平 (例如租金水平、工資水平)

(任何一項,每項1分,說明1分,最高2分)

2 marks

2分

 Candidates simply stated the factor without explaining how it affects the decision.

考生只指出因素,但未有適切解釋如何影響企業決定。

Be Careful:

- Taxation system is not the same as tax rate. (稅制不等於稅率)
- Tariff is not the acceptable answer. (不接受關稅的答案)

2021 MOCKPP Q5 Globalization 全球化

- Ivan is the owner of a medical equipment trading firm. His firm's major business is to import medical equipment from the Mainland China and export it to the western countries.
 - With low labour and rental costs in the Mainland, most of the medical equipment used around the world is made in China. Many international medical equipment companies now purchase the equipment made in China or ask the factories in China to tailor-made the equipment for them.
 - Because of the outbreak of Covid-19, there is a huge demand of medical equipment around the world, but the supply of medical equipment is very limited. Ivan can hardly find suppliers for his business.
 - (c) Describe two possible impacts of globalization on the medical equipment suppliers during the outbreak of COVID-19. Explain how these impacts adversely affect the suppliers' production. (4 marks)
- 5. 艾方是一家醫療設備貿易商號的東主。他的商號主要業務是從中國內地進口醫療設備並將 其出口西方國家。
 - 由於內地的人工及租金成本低廉,世界各地所使用的醫療設備都大多是從中國製造。許多國際醫療設備公司現時都會購入中國製造的設備,或要求中國的廠房為其度身定制設備。
 - 由於 2019 新形冠狀病毒病的爆發,世界各地對醫療設備有很大的需求,但醫療設備的供應非常有限。艾方未能為其業務找到供應商。
 - (c) 描述在2019新形冠狀病毒病爆發的期間,全球化對醫療設備供應商的兩項可能影響。 解釋這些影響如何對供應商的生產造成不利影響。 (4分)

Points to note:

5.(c)

Many students just stated the impact of COVID-19 without considering the impact of globalization.

大部分學生只指出疫症帶來的影響,沒有考慮全球化的影響。

(c) Global Sourcing

- The production of medical equipment requires different kinds of raw materials. These materials are needed to be sourced from all over the world. (1)
- The suspension of international transportation from many countries may affect the procurement of raw materials, therefore it hinders the production of medical equipment. (1)

Outsourcing to other countries

- Most of the international medical equipment companies outsourced their production process to factories in the Mainland China. (1)
- The production process may be affected as people are quarantined in the Mainland China during that period and factories may be forced to stop all the production of equipment. (1)

Keen competition of companies around the world

 Since the demand for medical equipment increases, more companies around the world enter this industry (1), more competitors need the materials to produce the equipment, it is more difficult for suppliers to purchase the required materials. (1)

(Any two points, 2 marks for any one point, 1 mark for describing the impact of globalization; 1 mark for describing how that impact affects the suppliers' production, Max. 4 marks)

全球採購

- 生產醫療設備需要多種原材料,而這些材料需要從世界各地採購。(1)
- 由於部分國家的國際運輸停頓,影響原材料的採購,故此阻礙了醫療設備的生產。(1)

外判工序

- 大部分國際醫療設備公司都會外判其生產工序到內地的廠房。(1)
- 由於該時期中國內地的人民確診肺炎,工廠被迫停止所有生產,故此生產醫療設備的工序或會受到影響。(1)

全球企業的激烈競爭

 由於醫療設備的需求增加,世界各地有更多企業的進入該行業。(1) 有更多的競爭者需要材料用作生產設備,使供應商較難購買所需的 材料。(1)

(任何兩項,第項2分,最高4分)

1分描述全球化的影響;1分描述該影響如何讓醫療設備供應商生產的不利 影響。

2021 Mock PP Q1 Forms of Business Ownership 企業擁有權類型

The franchising of convenience stores is becoming more popular in Hong Kong. Many business starters think that becoming a franchisee can help them start up a business more easily. May wants to set up and manage a convenience store by joining the franchise. However, her friend told her that it is very risky as she may need to pay back all the debts by selling her personal assets if the business fails.

- (a) What form of business ownership would you suggest May in order to resolve her friend's concern? Explain clearly how this form of business ownership can resolve the concern.
 (2 marks)
- b) From the cost perspective, list one disadvantage of the form of business ownership mentioned in (a). (1 mark)

Finally, May decided to set up the convenience store by joining the franchise. She has found that one of the franchisees sells a product which is harmful to people's health. However, she does not inform the franchisor about this.

(c) Explain the possible consequences of a harmful product sold by another franchisee on May's business. (2 marks)

便利店的特許經營在香港變得日漸流行。許多創業者認為加盟為特許權使用人可幫助他們 較輕鬆地成立企業。小美希望透過加盟特許經營以成立和管理一家便利店,但她的朋友告 訴她,一旦企業失敗,她可能需要出售個人的資產來償還所有債務,風險頗高。

- (a) 您會向小美建議哪種企業擁有權類型以解決其朋友的憂慮?清楚說明這種企業所有權類型如何解決此項憂慮。 (2 分)
- (b) 就成本角度而言,列出(a)項所提到的企業所有權類型的一個缺點。 (1分)

最終,小美決定加盟特許經營店以成立便利店。她發現其中一名特許權使用人銷售一種對 人體健康有害的產品,但她沒有將此事通知特許權擁有人。

(c) 解釋另一名特許權使用人出售有害產品對小美業務所構成的可能後果。



Question 1

- (a) (Private) Limited company. (1)
 The shareholders of a limited company can enjoy limited liability. (1)
- (b) Profits tax rate of limited companies is higher. (1) or
 The set-up cost of a limited company is higher. (1) or
 The legal and audit fees in operation of a limited company is higher. (1)
 (1 mark for any one point. Max. 1 mark)
- (c) If the reputation of one franchisee is adversely affected, the customers may lose confidence on the whole franchise (1) and the sales prospects of May's business will also be adversely affected. (1)

- (b) 有限公司的利得稅稅率較高於獨資及合夥。(1) 或 1分有限以公司的開業成本較高。(1) 或 營運有限公司所涉及的法律及審計費用較高。(1) (每項1分,最高1分)
- (c) 若其中一名特許權使用人的聲譽受到不利影響,顧客或會對整個特許經營的 2分 品牌失去信心(1),讓小美業務的銷售前景也受到不利影響。(1)

Points to note:

- 1.(a)
- Some students stated that the "limited company" enjoys limited liabilities "Shareholder (May)".
- 考生錯誤指出"有限公司"享受有限債務責任。→"股東" 1.(b)
- A few students wrote lower "profit tax" → "profit tax rate"
- 少部分考生寫了"利得稅"較低→"利得稅率"
- 1.(c)
- Many students could not indicate that the WHOLE franchise was adversely affected.
- 考生未能指出事件對整個特許經營的品牌帶來不利影響。



Types of business ownership 不同的企業擁有權 2019 MOCKPP Q5

Alibee is now considering opening another shop to sell healthy organic foods. She is choosing between joining the present franchise and establishing an independent shop.

(c) Based on her above experience, state two arguments for and two against Alibee to join the present franchise.(4 marks)

阿里巴正在考慮開設另一商店以銷售健康的有機食品。她正在選擇加盟現 有的特許經營模式或成立另一獨立的商店。

(c) 根據上述經驗,提出兩項贊成及兩項反對阿里巴加盟現有特許經營模式的論點。(4分)

(c)	Argument for joining the present franchise: - The goodwill of the franchised shop did attract customers and created profit for the shop. - Franchised shop is easy to set up as the franchisor provides constructive advice to Alibee. - Alibee can obtain various supports from the franchisor such as marketing, inventory supplies, accounting and management. - Alibee enjoys the benefits of buying stocks in bulk through the franchisor. (1 mark for any one, max two)			2		
	Argument against joining the present franchise: - Alibee is required to pay promotional and royalties fees to the franchisor			2		
	irrespective of whether or not a profit is earned.					
	- Alibee losses her independence in operating her business as the franchisor has					
	much control over the operations. e.g. no choice to buy from other suppliers.					
	(1 mark for any one, max two)	(c)	赞成加盟現有特部	午經營	· 模式的論點:	2
			- 特許經營商店的	的商譽	確實已吸引了顧客並為商店賺取了利潤。	
			- 特許經營商店較多	容易成	成立,因特許權擁有人會向阿里巴提出具建設性的建議。	
	理的技巧。			肾特許	-權擁有人的各種支援,如營銷,存貨供應,會計和管	
				許權	擁有人的大批量購貨而享有折扣。	
		(每項相關的論點	1分	,最高2分)		
	反對加盟現有特部			午經營	· 模式的論點:	2
			- 無論獲得利潤	與否	, 阿里巴都必須向特許權擁有人支付宣傳和使用權費。	
			- 由於特許權擁	有人	對阿里巴的營運模式有較多的控制權,使她在經營業務	
			方面失去足夠	的自	主性。例如:不能選擇向其他供應商購貨。	
			(每項相關的論點	51分	, 最高 2 分)	

Points to note

Some candidates failed to give appropriate elaborations.

e.g. Enjoy the well-established goodwill, Alibee can earn profit. (not necessary) 享有已建立商譽,阿里巴能賺取利潤。(不一定)

e.g. Can enjoy economic of scale? 享有規模經濟?
(→lower the average cost of bulk purchases 因大量購貨而減低平均成本)

Forms of Business Ownership 企業擁有權類型(獨資、合夥) 2019 MOCKPP Q6

Kingsley has decided to expand his business to Mainland China. However, he does not have enough money to further develop the current franchise system to cater for the mainland China market. He is going to ask his best friend, John, to become a new partner of the business.

Except the reason mentioned above, state two arguments for and two against Kingsley to change the form of business ownership.

(4 marks)

Forms of Business Ownership 企業擁有權類型(獨資、合夥)

京斯決定將其業務擴展到中國大陸。但是,他沒有足夠資金進一步發展其現有的特許經營模式以迎合中國內地的市場,他打算邀請其好朋友約翰成為這項業務的新合夥人。

(c) 除了上述原因,提出兩項贊成及兩項反對京斯改變 其現時企業擁有權類型的論點。 (4分)

		. 41							
(c) ₄									
	partnership:								
	- → Business risk is sha	ared by	partners. 4						
	- → Division· of· work· between· partners· (with· different· expertise· and· knowledge·								
	contributed to the business by different partners) - (1 mark for any one)								
Argument against changing the form of ownership from sole proprietorship to 2									
	partnership: 4								
	- → Bound by the decisions of all partners								
	Lower operational efficiency.								
	- → Share · of · profit · with · John → (1 · mark · for · any · one) ·								
	(c)。 贊成改變其現時的獨資企業轉為合夥企業的論點: ·								
			-→合夥人可分擔業務風險。↓						
			· 合夥人分進行分工(由不同的合夥人為企業貢獻不同的專長和知識)。						
	(每項相關的論點 1 分,最高 2 分)。								
	反對改變其現時的獨資企業轉為合夥企業的論點:								
			-→ 决定受所有合夥人所約束。						
			-→降低營運效率。→						
	-→要與約翰共同分享利潤。								
			(每項相關的論點 1 分,最高 2 分)。						

Points to note:

 Most candidates did not read the question carefully and put 'more source of capital' as one of the advantages of partnership

不少考生未能只細閱讀問題,以增加資本作為答案。

 They only write 'Share of risk' → Share of risk by partners

分擔風險一合夥人可分擔風險

Social Responsibilities to Stakeholders

2012 DSE Q6

Peter was a sole proprietor running a small business without any employees...... Peter then went bankrupt on 31 March 2012 and he decided to close the business......

Give two types of stakeholders in Peter's business and explain the adverse effect of the closure on each of them. (4 marks)

白德獨資經營一家小型企業,沒有任何僱員。.......其後,白德於2012年3月31日破產,並決定結束業務。

試舉出白德企業的兩類持分者,並分別說明業務結束會對他們帶來的不利影響。

State the correct type of stakeholders.

Introduction to Management

Points to note:

Demonstrate a basic understanding of the following management functions for organisations: planning, organising, leading and controlling.

Describe the role and importance of the following key business functions: human resources management, financial management, operations management, marketing management, information management and risk management.

Apply the following principles of effective management:

Division of work, unity of command, unity of direction,

authority and responsibility, and management by objectives.

2020 MOCK PP 3. Steps of planning and key business function (HRM) 計劃的步驟及主要商業功能 (人力資源管理)

- 3. ABE Limited is a medium sized online game developer. The Chief Executive Officer (CEO) of ABE Limited, Allen, has received several reports that many employees misuse the company resources for personal purposes, such as working on private freelance job during office hours. Allen asks the manager of human resources department, Lydia, to follow up the issue and plan a programme for raising employees' awareness of business ethics.
 - (a) State any two major steps that should be included in the planning process of the programme at this stage. (2 marks)
 - (b) From the perspective of Lydia, explain two additional ways that the company can do to enhance awareness of business ethics among its employees. (4 marks)
- 3. 艾比有限公司是一家中型線上遊戲開發商。其行政總裁艾倫收到若干報告,關於員工不當 挪用公司資源作私人用途,例如在辦公時間內進行私人特約的工作。艾倫囑咐人力資源部 經理蓮達跟進有關事宜,並計劃推行一項課程以提升員工商業道德的意識。
 - (a) 列舉在這階段計劃推行這項課程時,需包括的其中兩個主要步驟。 (2分)
 - (b) 就蓮達的角度而言,解釋公司可提升員工商業道德意識的兩個額外方法。 (4分)

3(a) Two steps in the planning process

2 marks

- Gather useful and relevant information to understand the problems that need to be solved. e.g. any other misuse of company resources such as inappropriate sick leave.
- Develop alternatives for the training programme
- Choose among alternatives for the training programme
- Formulate the implementation plan with successful evaluation criteria (1 mark for each step, max. 2 marks)

3(a) 計劃過程的兩項步驟

2分

- 收集有用及相關的資訊以了解問題所在並予以解決,例如是否還有其他挪用公司資源的情況,如不恰當的病假。
- 發展不同的培訓課程選項
- 選定培訓課程選項
- 制定施行計劃包括成功的評估準則

(每步驟1分,最高2分)

Points to note: Poor

Candidates wrongly stated 考生錯誤地指出

- the goal-setting (訂立目標)
- the criteria of setting a SMART goal (訂立SMART 目標的條件)
- the steps of controlling (控制步驟)

Not acceptable:

Develop forecasts and planning assumptions

AND

Identifying the goals/ establishing objectives cannot be accepted because the CEO has already decided to plan a programme for raising employees' awareness of business ethics.

不接受:

制定預測及計劃時的假設

及

建立目標

不能接受因為行政總裁已決定以一個課程提升員工的商業道德。

3(b) Two ways to enhance awareness of business ethics of the employees

4 marks

- Recruitment and selection / Staffing / Placement : Select employees with better ethics standard during job interviews or promotion
- Performance management / Compensation and benefits management :
 Reward ethical behavior / Punish unethical behaviour to remind employees of the importance of business ethics
- Codes of conduct / Guidelines and regulations :
 Prepare and announce official codes / guidelines / regulations to establish the norms of ethics standard for every staff to follow

(2 marks for each ways, 1 mark for HR function and 1 mark for HR job, max. 4 marks)

3(b) 兩個可提升員工商業道德的意識的方法

4分

- 招聘與甄選 / 職位分配 / 員工編制:在面試 / 晉升時測試其道德標準
- 表現管理 / 薪酬和福利管利:獎勵合乎道德的行為 / 懲罰有違道德的 行為以提示員工商業道德的重要性
- 行為守則 / 準則及規條:制定及宣布正式的行為守則 / 準則及規條, 以建立道德標準的規範供全體員工遵循。

(每種方法2分,人力資源的功能1分,人力資源的工作1分,最高4分) 不接受:

- 人手規劃 / 人力資源 (不相關)
- 培訓與發展(已選用)

Points to note: Poor

- Most of the candidates can give some examples to enhance the awareness of business ethics in the company; however, they usually did not show the related functions of human resources management.
- Most of the candidates did not read the question carefully to give two additional ways. They just recapped "training" which was stated in the question as an additional way.
- They wrongly treated reward and punishment as two points.
- 大部分考生能夠指出例子以提升員工的商業道德,但未能清楚寫出相關的人力 資源功能。
- 大部分考生沒有理解清楚題目,以"培訓"作答案。
- 部分考生把報酬和福利管理中的獎勵和懲罰分開作兩點回答。

Control process 控制過程

2019 MOCKPP Q3

Recently, David has received many complaints from his customers. In order to reduce complaints, the store manager, Paul, believed that it is important to maintain control on operations in the book store.

List four steps that David should adopt to maintain control on operations in the book store. Explain each with an example. (4 marks)

Control process 控制過程

大衛最近收到很多客戶的投訴。為著減少投訴,店鋪經理保羅認為維持控制對書店的運作是很重要的。

(c)列出大衛為維持控制書店的運作而應採用的四個步驟, 並各舉一例子解釋。(4分)

- Step·1: -He·should·set·performance·standard, such as setting an acceptable upper·limit of complaints.
- Step·2: He·should·measure·the·actual·performance, such as identifying the number of complaints received recently.
- Step·3: -He·should·compare·the·actual·performance·with·the·standard·such·as·deciding·
 whether the number of complaints received from customers is higher or lower than expected.
- Step·4: He should take corrective actions such as replacing the store keeper if the complaints are mainly about the service quality / revising the performance standard to a more reasonable level.

(1 mark for each correct step with relevant example in sequence, max. 4 marks)

- (c)。 第 1 步:他應該<u>定立標準</u>,例如<u>可接受的投訴數目上限</u>作為表現標準。
 - 第2步:他應該量度實際表現,例如計算最近收到的投訴數目作為實際表現來 衡量。
 - 第3步:他應該以實際表現與標準進行比較,例如判斷從客戶收到的投訴數目 是否高於或低於預期。。
 - 第 4 步:他應該採取相應的改善措施,例如若果投訴主要是關於服務質素,應 更換相關書店店員/將表現標準改善到更合理的水平。。

.

(每個依次序及正確輔以例子的步驟得1分,最高4分)。

4.

- Wrongly answered the management function or the steps of planning instead of the steps of control
- 混淆管理功能/計劃過程 與控制步驟
- Examples given were not relevant to (reduce) complaints e.g. increase 10% sales
- 例子與(減少)投訴不相關,例如增加10%銷售額

2019 MOCKPP Q4

Interrelationship of different business function 不同商業功能的相互關係

Martin Toy Corporation is one of the most famous toy shops in Hong Kong. Since the government is encouraging STEM education, the company is evaluating a large scale project which leads to an innovation of new smart robots for children.

Use two examples to explain the interrelationship between financial management and marketing management in this case. (4 marks)

Interrelationship of different business function 不同商業功能的相互關係

馬丁玩具公司是香港其中一所最著名的商店。由於政府正在推動 STEM教育,公司正在評估一項為兒童研發創新智能機器人的大型 項目。

就上述情況, 用兩個例子解釋財務管理與營銷管理的相互關係。

(4分)

The interrelationship between financial management and marketing management:

- 1. → The marketing managers help to launch surveys to assess feasibility of developing the market and its market potential, such as assessing the volume of sales. Such information will help the financial manager to compile the cash budget or to finance the required capital.
- 2. → In accordance with the budget, the financial managers will arrange the required capital using the most suitable financing options while the marketing managers use it for the marketing activities. This is to ensure that enough financial resources is made available for carrying out the marketing plan.
- 3. → Financial manager could formulate the policy for debts collection policy for the marketing department to determine a competitive sales strategy.

(2 marks for each relevant point, max. 4 marks)

4 ↔

財務管理與市場營銷管理的相互關係:

- -→市場營銷經理可以推展市場調查,以評估開發市場的可行性和市場潛力,例如評估可銷售的數量。相關資料可協助財務經理編制現金預算或籌備相關資金。。
- →財務經理可根據預算以最合適的融資方案籌集所需資金,同時營銷經理將其資金 用於市場營銷活動。這可確保營銷計劃在實施期間有足夠的財務資源支援。

4 ₽

→財務經理可制定公司的收帳政策,讓市場部訂出在市場上有競爭性的銷售策略。・(每項相關的說明2分,最高4分)。

- Able to state the function of marketing mgt but failed to state the function of financial mgt.
- Generally weak in explaining the interrelationship between the two managements
- •一般能指出營銷管理功能但未能正確指出財務管理功能
- 未能指出/說明兩者相互關係

Must relate to the function of MM and FM

MM 市場管理

- 市場研究 Marketing research
- •制訂及執行市場營銷策略 Formulating and executing marketing strategies (4Ps)
- 進行顧客關係管理 Performing CRM
- 控制及檢討市場計劃的成效 Monitoring and evaluating the effectiveness of marketing strategies

FM<u>財務管理</u>

- 資金來源 / 財務計劃 Source of financing
- 財務分析 / 財務控制 Financial analysis
- 營運資金管理
 Working capital management
- 資本預算 / 資本投資管理 Capital investment appraisal

Introduction to Accounting

Accounting Concept 會計概念 2018 MOCKPP Q3

On 30 June 2017, Peter bought an antique motor car and printed his company's logo on the car at a total cost of \$700,000. The purchase agreement was signed in the name of the company. Peter solely used the car to drive his son to and from school. On 30 September 2017, he obtained a market valuation of the car from an auction house. The market value was estimated to be \$760,000 and this amount was shown on his company's statement of financial position as a non-current asset. On 1 October 2017, the company settled the total costs of \$700,000 by cheque. The financial year ends on 30 September each year.

Required: .

- (a) For the above situation, describe and explain a relevant accounting concept that has been violated and provide an explanation for the violation. (3 marks)
- (b) Prepare double entries to record the acquisition of the antique motor car on 30 June 2017.

Accounting Concept 會計概念

於2017年6月30日,彼得購置一輛總成本為\$700,000的古董汽車,在汽車印上公司標誌,並以其公司名義簽署購買協議,汽車只用於接載彼得的兒子往返學校。於2017年9月30日,他在拍賣行取得該汽車的估價,它的估計市值為\$760,000,公司將此價值顯示為財務狀況表中的非流動資產。公司於2017年10月1日以支票支付\$700,000。年終日定為每年的9月30日。4

作業要求: 4

- (a) 描述並解釋上述情況所違反的一項相關會計概念。 (3分)↓
- (b) 編製複式記帳以記錄於 2017 年 6 月 30 日購置古董汽車的交易。 (1 分)

(a)	Business entity concept has been violated./ Entity concept (1)	
	Business entity concept states that the business and its owner are two separate	
	entities.(1)	
	<u>Private/Personal</u> assets/transactions should not be recorded in the <u>company's book</u> .	
	(1) OR	
	Since the antique motor car is not used in the business (just for the transportation of	3
	Peter's son), it should not appear in the statement of financial position of the	
	company. (1) OR	
	Since the antique motor car is not used in the business , the purchase of the car	
	should be treated as drawings. (1)	
	(1 mark for each relevant elaboration, max. 1 mark)	
	 	+

(b)
2017
June 30 Dr. Drawings \$700,000 0.5
Cr. Other Payables/ Account payables \$700,000 0.5

(a) 這違反了企業個體概念. (1) 企業個體概念指出企業與其東主是兩個獨立個體。(1) <u>私人的</u>資產/交易不應記錄在<u>公司帳冊內</u>。(1) 或 由於該古董汽車不是用於企業(只是接載彼得的兒子),它不應顯示在公司的財 務狀況表上。(1) 或 由於該古董汽車不是用於企業,購置汽車應視為提用。(1) (每項相關的說明1分,最高1分)

(b)

2017

\$700,000 6月 30 日 借:提用

0.5 0.5

貸:其他應付帳款/應付帳款

\$700,000

Question 3 Part (a)

- Some students wrongly stated Historical Cost concept or Accrual concept.
 (The market value is given in the question.)
- They wrongly applied the Business Entity concept, like 'The car was bought by business's cheque. The owner should not use it personally.'
- However, most students stated the motor car was not recorded in noncurrent assets; thus, no marks were not rewarded.

Question 3 Part (b)

- Though many candidates were able to credit the "Other payable" account, a wrong account name was used: non-trade creditor, trade creditor, trade payable.
- Some of them made the debit entry in the "Motor Car" account and credit entry in the 'Bank' account.

5 Accounting Concepts in Paper 1

- Consistency 一貫性
- Accrual 應計概念
- Business Entity 企業個體
- Historical cost 歷史成本
- Going Concern 持續經營

Accounting Ratios 會計比率 2019MOCKPP Q5

Under a franchise agreement, Alibee operates a shop selling well-known brand of healthy organic foods. Every year, the franchisor collects a royalty fee (including the promotion expenses) for the brand from Alibee. Recently, the franchisor launched a large-scale advertising and price reduction campaign to boost the sales. Alibee complained that her profit dropped due to excessive advertising expenses and a rise in operating expenses.

The following information was extracted from the books of Alibee:

For year ended:₽	31.12.2017₽	31.12.2018
₽	\$'000₽	\$ '000↔
Sales₽	5,100₽	8,2004
Cost of goods sold₽	1,800₽	4,000↔
Returns inwards.	100₽	200∉
Royalty fee ₽	1,200₽	1,920
Other operating expenses₽	600₽	880

the complaints from Alibee and suggest her one recommendation to improve the situation.

(5 marks)⊬

Calculate the gross profit percentage and net profit percentage for both years. Comment on

阿里巴根據特許經營協議,經營一所銷售知名品牌的健康有機食品商店。每年,特許權擁 有人會向阿里巴收取特許經營費用(包括品牌的宣傳費用)。最近,特許權擁有人推出了一 項大型的廣告及減價活動,以促銷其產品。阿里巴則投訴,過多的廣告費用及營業費用的 上升,以致她的利潤下跌。↓

以下資料摘錄自阿里巴的帳冊:↓

其他營業費用₽

截至止年度:↓ 31.12.2017₽ 31.12.2018 \$'000 \$'000¢

銷貨₽ 8.200 5,100₽ 銷貨成本₽ 1,800₽ 4.000 銷貨退回₽ 2004 100₊ 特許經營費用₽ 1.920↔ 1.200₽

(a) 計算兩年度的毛利率及淨利率。評論阿里巴的投訴,並提出一項改善上述情況的建議。

600₽

880∉₽

(5分)+

指出虚帳戶的定義並從上述資料中列出一項例子。

(1分)⊬

Define nominal accounts and identify one example from the above information.

2017 Gross profit percentage
$$=\frac{\$5100-100-1800}{\$5100-100}*100\%$$

$$=64\% (1/2)$$

$$=50\% (1/2)$$
2017 Net profit percentage
$$=\frac{\$5100-100-1800-1200-600}{\$5100-100}*100\%$$

$$=1400/5000=28\% (1/2)$$
2018 Gross profit percentage
$$=\frac{\$8200-200-4000}{\$8200-200}*100\%$$

$$=\frac{\$8200-200-4000-1920-880}{\$8200-200}*100\%$$

$$=1200/8000=15\% (1/2)$$

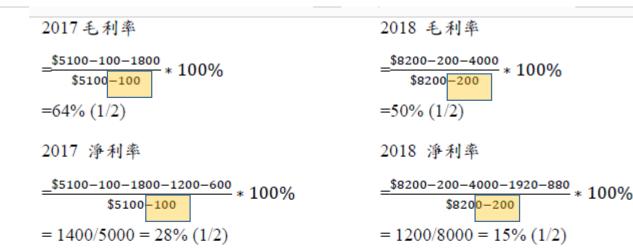
Alibee's complaint is not valid. Or The drop in profit is not due to the increase in expenses. Or The drop in profit is mainly due to the increase of cost of goods/purchases. (1)

The net profit percentage decreased and at the same time gross profit percentage also decreased too. (1)

The drop in gross profit percentage (64% - 50% = 14%) is even greater than the drop in net profit percentage (28% - 15% = 13%) Or

The percentage increase in cost of goods sold (by 122.2%) is greater than the percentage increase in total expenses (by 55.6%) (1)

In order to improve the situation, Alibee should either request the franchisor to cut the unit cost price or reduce the sales discount in the sales promotion. (1)



阿里巴的投訴並不正確。 或 利潤的下跌並不是由支出增加導致。 或 利混 是由於銷貨成本增加所致。(1)

淨利率及毛利率同時下跌。(1)

毛利率的下跌幅度 (64% - 50% = 14%) 更大於淨利率的下跌幅度 (28% - 1 13%)。或

銷貨成本的上升幅度 (多 122.2%) 遠大於整體費用的上升幅度 (多 55.6%)

若要改善這種情況,阿里巴應要求特許權擁有人降低每單位貨品的成本價格 促銷活動中的銷售折扣。 (1)

• A lot of candidates used sales figure instead of net sales. 大部分考生運用了銷貨金額,而不是淨銷貨。

2020 MOCK PP

4. Double entries 複式記帳

 In January 2019, Fong set up the following policy to boost sales of the company and encouraged his customers to make early settlement.

Trade discounts: 8% trade discount to be offered to all sales.

Cash discounts: 5% cash discount to be given if settlement made within 10 days after

sales.

In January 2019, the following shows transactions between Fong and Owen, one of his new customers.

2019

January 1 Sold goods on credit to Owen at listed price of \$18,000.

8 Sold goods to Owen in cash at listed price of \$6,300.

9 Received a sales order from Owen at listed price of \$20,000.

12 Owen settled all his debts at the moment.

13 Delivered the goods ordered on 9 January.

15 Delivered goods which were urgently needed by Owen.

20 Received goods returned from Owen at listed price of \$1,000.

22 Owen settled all his debts by a cheque of \$21,850.

REQUIRED:

Prepare Owen's account in the books of Fong to record the above transactions for January 2019.

在2019年1月,方方制定一項政策以提升他公司的營業額及鼓勵客戶提早還款。

營業折扣: 所有銷貨可獲 8%營業折扣。

現金折扣: 若於銷貨後十天內還清欠款可獲 5%現金折扣。

在2019年1月,方方與新客戶奧雲的交易如下:

2019

1月 1日 向奧雲賒銷標價為 \$18,000 的貨物。

8日 向奥雲以現金銷售標價為 \$6,300 的貨物。

9日 收到奧雲標價為 \$20,000 的訂貨單。

12日 奥雲償清當時的欠款。

13日 依據1月9日的訂貨單把貨物送出。

15日 把奥雲急需的貨物送出。

20日 奥雲退回標價為 \$1,000 的貨物。

22 日 奥雲以支票 \$21,850 償清所有欠款。

作業要求:

在方方的帳冊上編製的奧雲帳戶以記錄上述2019年1月的交易。

	Owen's account (in books of Fong)							
	2019			\$	2019		\$	
0.5	Jan 1	Sale (180	es 00x92%)	16,560	Jan 12	Bank/Cash (18000x92%)	16,560	0.5
1	Jan 13	Sale	*	18,400	Jan 20	Sales returns (1000x92%)	920	0.5
0.5	Jan 15	Sale		5,520	Jan 22	Bank	21,850	0.5
		-	350/92%/95%) – 2000 00] x 92%	00	22	Discounts allowed (21850/95%x5%)	1,150	0.5
				40,480			40,480	
				奥雲的帳戶	(方方的	帳簿)		
	2019			\$	2019		\$	
0.5	1月1	日	銷貨 (18000x92%)	16, 560	1月12	日 銀行存款/現金 (18000x92%)	16, 560	0.5
1	1月13	3 E	銷貨 (20000x92%)	18, 400	1月20	,	920	0. 5
0.5	1月15	5 日	銷貨	5, 520	1月22	日 銀行存款	21,850	0.5
			[(21850/92%/95 %) – (20000 – 1000)] x 92%	,	1月22		1, 150	0.5
			1000)] 102/0	40, 480			40, 480	
					•			4分

Points to note: Poor

- Not familiar with double entries (Mix debit and credit and did not state the correct account's name.)
- They could not deduct the trade discount for every sale of goods.
- They entered the sales on Jan 9 (Date of order) instead of Jan 13 (Date of delivery).
- Some candidates prepared all T-accounts of double entries.
- 對複式記帳不夠熟悉(借貸調轉,沒有用正確帳名去記錄)。
- 考生未有扣除就每次的銷貨交易折扣。
- 很多考生誤當1月9日收到訂貨單便確認銷貨收益。
- 部分考生編製所有工帳戶。

2021 MOCK PP Q6 Financial Statement, Accounting ratios 財務報表及會計比率

Mandy is the finance director of Chan's trading firm. She is preparing the financial report and evaluating the performance of the firm.

The following information is extracted from the books of the firm as at 31 December 2019:

		\$
Premises	562,000	
Inventory as at 31 Dec	cember 2019	?
Capital as at 31 Decer	nber 2019	599,850
Loss for the year	150	
Loan to a customer (re	100,000	
Deposit from a custom	100,000	
Cash at bank (credit b	2,120	
Cash in advance to su	3,000	
Trade receivables -	Tom	880
	Peter	1,700
Trade payables -	Betty	2,430
	Mable	920
	May	2,440

Note: The deposit is related to a procurement of a specialized machine on behalf of a customer. According to the signed contract, the assembly of the machine is scheduled to complete on 31 March 2021.

(a) Prepare for the firm the statement of financial position as at 31 December 2019. (5 marks)

(b) Calculate the quick ratio for the firm. (Calculate to 2 decimal places)

(1 mark)

6. 文迪是陳氏貿易商號的財務總監。她正在準備財務報告並評估商號的業績。

以下資料於 2019 年 12 月 31 日摘錄自商號的帳冊:

		\$
物業		562,000
存貨於 2019	9年12月31日	?
資本於 2019	9年12月31日	599,850
本年度损失		150
贷款予某客	户 (於 2021 年 1 月 1 日償還)	100,000
來自客戶的	訂金 (註解)	100,000
銀行存款(2,120	
預付予供應	商的現金 (可退回)	3,000
應收貨款 -	湯姆	880
	彼得	1,700
應付貨款 -	貝 蒂	2,430
	美寶	920
	小美	2,440

註解: 該訂金為代表某客戶購置一台特製的機器。根據已簽定的合約,該機器已安排將 於2021年3月31日完成組裝。

(a) 為商號編製 2019 年 12 月 31 日的財務狀況表。 (5 分)

(b) 為商號計算速動比率。(計算至小數點後兩位).(1分)

6.(a)

Most students could not recognize:考生未能分辦
1. Loan to a customer (more than 1 year) → non-current asset 貸款予某客戶 (多於1年) →非流動資產

- 2. Deposit from a customer (more than 1 year) → non-current liability 來自客戶的訂金 (多於1年)→非流動負債
- 3. Cash in advance to suppliers is not the same as Prepaid expense \rightarrow current asset

預付予供應商的現金(可退回)與預付費用不同→流動資產

4. Bank overdraft could not be stated as (negative) bank balance 銀行透支不能寫成(負數金額)的銀行存款

6.(a)

- 5. \$599,850 is the closing capital balance, not the opening balance. \$599,850 為期末的資本餘額,不是期初的餘額。
- 6. Individual balances for trade receivables and trade payables should not be shown on the financial statement. The totals should be shown instead. 個別的應收貨款及應付貨款不應顯示在財務報表,應只顯示其總額。
- 7. Some students omitted the word "Less" in the statement of financial position.

部分考生在財務狀況表漏寫"減"。

Я	*	v	疋
,			

(a)	快氏				
財務狀況表於 2019 年 12 月 31 日					
非流動資產	\$	\$	\$		
物業			562,000		
貸款予某客戶 (於 2021 年 1 月 1 日償還)			100,000		
		_	662,000		
流動資產					
存貨(差額)		40,180			
應收貨款 (880+1,700)		2,580			
預付予供應商的現金		3,000			
	_	45,760			
減: 流動負債					
應付貨款 (2,430+920+2,440)	5,790				
銀行透支	2,120	7,910	37,850		

減: 非流動負債

來自客戶的訂金 100,000 599,850

699,850

資金來源:

資本於 2019 年 1 月 1 日(差額) 600,000 減:淨損失 150 599,850

b) 速動比率: (來自客戶的訂金 + 預付予供應商的現金)/流動負債 =(2,580+3,000)/7,910=0.71:1(計算至小數點後兩位)

Question 6 (a) Chan				
Statement of financial position as	at 31 Decembe	r 2019		
Non-current assets	\$	\$	\$	Marks
Premises			562,000	0.5
Loan to a customer (Repayable in 1 January 2021)			100,000	0.5
			662,000	
Current assets				
Inventory (bal. fig.)		40,180		0.5
Trade receivables (880+1,700)		2,580		0.5
Cash in advance to suppliers	_	3,000	_	0.5
		45,760		
Less: Current liabilities				
Trade payables (2,430+920+2,440)	5,790			0.5
Bank overdraft	2,120	7,910	37,850	0.5
			699,850	
Less: Non-current liabilities				
Deposit from a customer			100,000	0.5
			599,850	
Financed by:				•
Capital as at 1 January 2019 (bal. fig.)			600,000	0.5
Less: Net loss			150	0.5
			599,850	(5)

⁽b) Quick Ratio: (Trade receivables + Cash in advance) / Current liabilities 1 mark = (2,580 + 3,000) / 7,910 = 0.71 : 1 (calculate to 2 decimal places)

Personal Finance

Personal Credit Record and Different Types of Personal loans 個人信貸記錄 + 不同種類的個人貨款 2018 MOCKPP Q2

- (a) State two reasons for the importance of maintaining a good personal credit record. (2 marks)
- (b) Explain the difference between revolving personal loan and instalment loan in terms of flexibility and pattern of drawing the loan. (4 marks)
- (a) 指出兩個關於維持良好個人信貸記錄重要性的原因。 (2分)
- (b) 列出週轉個人信貸和分期付款貸款在**靈活性**和提取貸款模式的差異。 (4分)

(a) Reasons for the importance of maintaining a good personal credit record:

Easier application for consumer credit (1)

If the borrower's personal credit record is good, the credit provider may approve the application in a shorter period of time.

Better terms and conditions (1)

A person who has a good personal credit record is generally charged a lower interest rate when he applies for a loan. OR longer repayment period OR greater amount of credit

(1 mark for each relevant reason, max. 2 marks)

(a) 維持良好的個人信貸記錄的重要性:

更容易申請消費信貸(1)

如果借款人的個人信貸記錄良好,信貸提供者可以在較短的時間內批准其申請。

更好的條款和條件(1)

具有良好個人信貸記錄的個人通常在申請貸款時享有較低的利率/較長的還款期/較大的貸款金額。

(每項相關的原因1分,最高2分)

2

2

Question 2 Part (a)

- Candidates were able to state the reasons for the importance of maintaining a good personal credit record.
- Some students mixed up the words 'lend' and 'borrow'.
- Many candidates stated 'interest(利息)' instead of 'interest rate(利率)' as the answer.

 Some students stated two points, like lower interest rate and longer repayment period both of which belong to the examples of better terms and conditions. (b) Difference between revolving personal loan and instalment loan

Flexibility of loan repayment

Revolving personal loan allows consumer to <u>repay by irregular or lump-sum</u> <u>payments anytime(1)</u> while instalment loan requires consumers to <u>repay with equal periodic payments</u> over time. (1)

Pattern of drawing the loan

Revolving personal loan allows consumers to draw credit as long as the total amount of credit is within a limit(1). Instalment loan is a kind of credit that allows the consumer to draw credit limited to a specified amount in one go. (1)

(b) 週轉個人信貸和分期付款貸款的差異

在靈活性方面,週轉個人信貸較分期付款貸款更靈活。週轉個人信貸允許消費者在任何時間以不定期或一次性付款方式償還貸款,而分期付款貸款則要求消費者定期償還相同金額的款項。(2)

4

在提取貸款模式方面,週轉個人信貸是非定額信貸而分期付款貸款是定額信貸。週轉個人信貸允許消費者在既定範圍的信貸限額內無限次取用貸款,分期付款貸款允許消費者一次性提取特定金額的貸款。(2)

Question 2 Part (b)

- Most candidates were unable to explain appropriately the flexibility of repaying and pattern of drawing revolving personal loan.
- Instalment loan (分期付款貸款) is not the same as instalment(分期付款).
- For the pattern of drawing the loan, students wrote 'draw fixed time for instalment loan' instead of 'draw once'.
- Some of them stated that 'only minimum payment needs to be paid' which was not necessarily the repayment requirement of a revolving personal loan.
- Some students stated the **application procedure** of two different types of loans as the explanation of pattern of drawing.

Risk and return 風險與回報

- Compare the risk and return of different types of financial products.
- 比較不同投資產的風險與回報
- Savings/term deposits, bonds/debentures and stocks (Preference shares and Ordinary shares)

Investors should **expect** higher risk of investments for higher return; 投資者期望以更高的投資風險以換取更高的回報; Higher risk of investments does **not necessarily** bring higher return. 較高風險的投資未必帶來較高的回報。

Factors affecting share prices 影響股票價格的因素

- general economic condition 整體經濟情況
- political factors 政治因素
- interest rate 利率
- industry prospects 行業前景
- company performance 公司表現
- dividend policy 派息政策
- speculation 投機活動
- Remember to state how these factors affecting share prices 如何影響? (more investors willing to buy/sell? → Increase/Decrease?)
 更多投資者願意購入/賣出...→上升/下跌?