

Paper 1 Quiz 9

Name: _____ Class: _____

1. An operations manager of a company is responsible for _____.
(1) assigning jobs to the factory workers
(2) projecting the demand for the products
(3) setting up the assembly lines for the plant
A. (1) only
B. (2) only
C. (1) and (3) only
D. (1), (2) and (3)
2. A trading company provides a notebook computer with mobile internet connectivity to each member of its sales team. Which of the following are the benefits of such arrangement to the company?
(1) help updating the sales figures
(2) enhance information flow between the sales team members
(3) facilitate communication with clients
A. (1) and (2) only
B. (1) and (3) only
C. (2) and (3) only
D. (1), (2) and (3)
3. A bookshop plans to hire sales assistants. Which of the following management functions contribute to deciding their salary?
(1) human resources management
(2) financial management
(3) information management
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 are human resources management tasks?
(i) Performance appraisal
(ii) Training and development
(iii) Designing an effective production process
(iv) Compensation and benefits management
A. (i) only
B. (ii) and (iii)
C. (i), (ii) and (iv)
D. All of the above
5. Financial management is a business function of
A. acquiring funds.
B. using funds.
C. managing funds.
D. All of the above

6. Which of the following tasks are performed by a company's operations department ?
- (1) Determining the company's production capacity
 - (2) Paying a bonus to production workers
 - (3) Keeping track of all supplies to ensure that they are in good condition
- A. (1) and (2) only
B. (1) and (3) only
C. (2) and (3) only
D. (1), (2) and (3)
7. Which of the following tasks are performed by a company's marketing manager?
- (1) Conducting marketing research to decide what products to produce
 - (2) Choosing a target market to serve
 - (3) Recruiting salespeople to sell products to customers
- A. (1) and (2) only
B. (1) and (3) only
C. (2) and (3) only
D. (1), (2) and (3)
8. The marketing department of a company is responsible for
- A. deciding the pay rises of salespeople.
 - B. deciding on the price of the product.
 - C. training salespeople to better serve customers.
 - D. collecting daily sales figures.
9. A sportswear retail company plans to expand its business to Hong Kong. Which of the following is the responsibility of its information manager?
- A. Setting up a system to support the daily operations of the new outlet
 - B. Deciding how to raise funds for the expansion plan
 - C. Finding a location to open the first outlet in Hong Kong
 - D. Choosing the most suitable way to manage risks associated with its operations
10. An airline company has enhanced its training for its pilots. Which risk management strategy has been used?
- A. Risk avoidance
 - B. Risk assumption
 - C. Risk reduction
 - D. Risk transfer
11. Which of the following business functions of a company involves identifying workplace hazards and developing measures to protect employees?
- A. Human resources management
 - B. Operations management
 - C. Risk management
 - D. Information management

12. Mable conducts a survey on the tastes of customers before she sets up a yoghurt shop in Tsuen Wan. Which business function is involved in this case?
- A. Operations management
 - B. **Marketing management**
 - C. Information management
 - D. Risk management
13. Which of the following situations require the attention of marketing managers?
- (1) Competitors lower the price of their products.
 - (2) Competitors use a better compensation package to attract the company's employees.
 - (3) More salespersons are needed for the opening of a new branch.
 - (4) Declining product sales due to loss of customers to competitors.
- A. **(1) and (4)**
 - B. (2) and (3)
 - C. (1), (2) and (4)
 - D. All of the above
14. A company has hired security guards to protect its factory building. Which risk management strategy has been used?
- A. Risk avoidance
 - B. Risk assumption
 - C. **Risk reduction**
 - D. Risk transfer
15. Which of the following tasks are performed by the marketing department of a company?
- (1) conducting surveys on customer needs
 - (2) deciding the price of the product
 - (3) paying bonus to salespersons
- A. **(1) and (2) only**
 - B. (1) and (3) only
 - C. (2) and (3) only
 - D. (1), (2) and (3)