

## Paper 1 Quiz 9

Name: \_\_\_\_\_ Class: \_\_\_\_\_

1. Which of the following tasks are performed by the finance department of a company?
  - (1) make investment decisions for the company
  - (2) formulate debt collection policy of the company
  - (3) set up staff's compensation system of the company

A. (1) and (2) only

B. (1) and (3) only

C. (2) and (3) only

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

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2. Which of the following tasks is/are performed by the information management department of a company?
  - (1) designing a file storage system for the training records of the human resources department
  - (2) assisting the marketing department to process market research data
  - (3) preparing the budget for the finance department

A. (1) only

B. (1) and (2) only

C. (2) and (3) only

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

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3. Conducting questionnaire surveys to understand customers' needs is a part of \_\_\_\_\_.

A. operations management

B. marketing management

C. information management

D. risk management

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4. A human resources manager is responsible for
  - (1) designing a performance appraisal system.
  - (2) assigning duties for employees in different departments.
  - (3) providing training to workers to improve their knowledge.

A. (1) only

B. (2) only

C. (1) and (3) only

D. (2) and (3) only

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5. Simon and Mandy open a clinic together. Which of the following methods of equity financing is more appropriate for Simon and Mandy?

A. Accepting Raymond, a doctor, as a new partner

B. Issuing new shares to new investors

C. Applying for a bank loan

D. Delaying rental payments

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6. In what way can operations management help a company reduce the number of defective items?

A. Gathering external information which may help managers understand the underlying problem.

B. Setting up a quality standard and ensuring that goods meet quality standards.

C. Hiring more workers to check on any issues which may lead to defective products.

D. Training workers so that they can improve their skills in order to reduce defective products.

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7. The Hospital Authority requires non-local expectant mothers to make a booking with Hong Kong public hospitals in advance. What is the aim of this strategy in terms of operations management?
- (i) Forecasting demand
  - (ii) Scheduling work
  - (iii) Planning for capacity
  - (iv) Designing a facility layout
- A. (i) and (ii)
- B. (i) and (iii)
- C. (ii) and (iv)
- D. All of the above
8. Which of the following is part of the planning process of the marketing department of a business?
- (1) Setting sales targets
  - (2) Assigning salespeople to different sales teams
  - (3) Determining how to allocate resources
- A. (1) and (2) only
- B. (1) and (3) only
- C. (2) and (3) only
- D. (1), (2) and (3)
9. The main purpose of marketing management is to
- A. build brand awareness.
- B. build customer loyalty.
- C. outperform competitors.
- D. increase the company's profits.
10. A restaurant has installed an automatic sprinkler system in its kitchen and purchased insurance to obtain protection against losses from a fire. Which risk management strategies has it used?
- (1) Risk avoidance
  - (2) Risk reduction
  - (3) Risk transfer
- A. (1) and (2) only
- B. (1) and (3) only
- C. (2) and (3) only
- D. (1), (2) and (3)
11. Cowboy Toys foresees that its factory cannot meet the deadline to complete a production project in the coming peak season. It thus decides to subcontract the project to Farmland Toys. Which risk strategy has been employed?
- A. Risk reduction
- B. Risk assumption
- C. Risk avoidance
- D. Risk transfer
12. Facilitating communication among employees based in a distant location is part of
- A. operations management.
- B. marketing management.
- C. information management.
- D. risk management.

13. Recently, an instant noodles manufacturer received over 150 complaints regarding the taste and smell of the noodles. Who is responsible for these complaints?

- A. Operations manger
- B. Financial manager
- C. Marketing manager
- D. Information manager

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14. Chinese restaurants need to replace kitchen utensils all the time. What risk management strategy should Chinese restaurants used to deal with this loss?

- A. Risk avoidance
- B. Risk assumption
- C. Risk reduction
- D. Risk transfer

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15. Which of the following are the functions of marketing management?

- (i) Building customer loyalty
  - (ii) Enhancing the reputation the business
  - (iii) Improving the working environment
  - (iv) Enhancing the flow of capital
- A. (i) and (ii) only
  - B. (i) and (iii) only
  - C. (ii), (iii) and (iv) only
  - D. (i), (ii), (iii) and (iv)

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