

Paper 1 Quiz 9

Name: _____ Class: _____

1. A company is going to launch a new product in the market. Its Finance Manager is responsible for _____.
(1) setting the price of the new product
(2) seeking funds to launch the new product
(3) preparing budgets for the new product
A. (1) and (2) only
B. (1) and (3) only
C. (2) and (3) only
D. (1), (2) and (3)
2. 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)
3. Which of the following statements is **not** correct?
A. The human resources department recruits an accounting clerk according to the requirements set by the finance department.
B. The information management department uses data collected by the marketing department to set the product price.
C. The risk management department assesses the risks of using tools and machinery for the operations department.
D. The finance department obtains a loan for the operations department to expand production capacity.
4. A human resources manager is responsible for:
(1) hiring production workers
(2) designing a performance appraisal system
(3) developing the skills and talents of workers
(4) scheduling work for the production line
A. (1) and (2) only
B. (3) and (4) only
C. (1), (2) and (3) only
D. (2), (3) and (4) only
5. A beverage manufacturer has decided to set up a production plant in Shenzhen. Which of the following tasks are performed by its finance department?
(1) Deciding the sources of finance for the investment
(2) Buying insurance to protect the plant against fires
(3) Evaluating this capital investment project and its returns
(4) Deciding the wages of employees in Shenzhen
A. (1) and (3) only
B. (2) and (4) only
C. (1), (2) and (3) only
D. (2), (3) and (4) only

6. Which of the following are the main functions of the production department of a company?
- (1) Control product quality
 - (2) Formulate pricing strategy for the products
 - (3) Set up assembly lines at the plant
- A. (1) and (2) only
B. (1) and (3) only
C. (2) and (3) only
D. (1), (2) and (3)
7. Chris opened a florist shop last year and rented a small shop upstairs in Central. He lost half a million dollars in a year. He then reviewed his marketing strategy and asked his sister, Michelle, to join the business. They planned to organise a floral design course to attract customers. Which of the following tasks are involved in the operation management of Chris' florist shop if he wants to organise a floral design course?
- (i) Forecast the demand for the course
 - (ii) Design a remuneration package for the tutor of the course
 - (iii) Acquire funds to promote the course
 - (iv) Estimate the number of students that will enrol in the course
- A. (i) only
B. (i) and (iv)
C. (ii) and (iii)
D. All of the above
8. A magazine decides to publish its contents online. Which of the following is a task carried out by the marketing department?
- (1) Protecting customers' database from hackers
 - (2) Promoting the online content to customers
 - (3) Launching a membership club to enhance customer relationships
- A. (2) only
B. (3) only
C. (1) and (3) only
D. (2) and (3) only
9. Which of the following tasks is not performed by the company's marketing department?
- A. Conducting surveys on customer satisfaction
B. Collecting daily sales figures of the company's products
C. Setting the price of a product
D. Deciding on the distribution channel for a product
10. Which of the following are the main functions of a company's risk management department?
- (1) Identify and assess the risks that the company faces
 - (2) Select suitable risk management strategies to control the risks that the company faces
 - (3) Obtain funds to purchase insurance for the company
- A. (1) and (2) only
B. (1) and (3) only
C. (2) and (3) only
D. (1), (2) and (3)

11. A & A Company will never grant credit to customers in order to avoid bad debt. Which risk management strategy has been used?
- A. Risk avoidance
 - B. Risk assumption
 - C. Risk reduction
 - D. Risk transfer
12. Mr X works at a fashion retail company. He predicts that Hong Kong will experience a warm winter. He plans to launch thin down jacket, instead of thick down jacket, for the coming winter. Mr X is a
- A. marketing manager.
 - B. operations manager.
 - C. information manager.
 - D. finance manager.
13. A casual wear retailer plans to apply for a bank loan to finance its worldwide promotion programme. Which of the following business functions are involved?
- (1) Information management
 - (2) Financial management
 - (3) Operations management
 - (4) Marketing management
- A. (1) only
 - B. (1) and (3)
 - C. (2) and (4)
 - D. (3) and (4)
14. Buying insurance is an example of
- A. financial management.
 - B. operations management.
 - C. risk management.
 - D. information management.
15. The marketing manager of a cake shop decides to open more shops in the coming year. He decides to advertise the new shop in a magazine. Which element of the 4Ps has he used in the marketing strategy?
- A. Product
 - B. Price
 - C. Place
 - D. Promotion