



2021

考试范围与格式 EXAMINATION SCOPE AND FORMAT

A. 考试事项 EXAMINATION PARTICULARS

考试 EXAMINATION	Second Monthly Test
科目 SUBJECT	Business Studies
班级 CLASS	S1YI,S1PIN

B. 范围 SCOPE

Unit 3: Marketing

3.2 Market research

_ the role of market research and method used

3.3 Marketing mix

- Price
- Product
- Place
- Promotion

3.4 Marketing strategy

- Justify marketing strategies appropriate to a given situation
- The nature and impact of legal controls related to marketing
- The opportunities and problem entering foreign market

Unit 4: Operation Management

4.1 Production of good and services

- The meaning of production and productivity
- Methods of production
- How technology has changed production methods

C. 格式 FORMAT

Written Exam: 5 Structure Question: 70%
Online lesson attendance: 10%
Homework: 10%
Quiz: 10%

出题老师 PREPARED BY	Mr.MOGANRAJ	日期 DATE	3-07-2021
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