KERESKEDELMI ÉS MARKETING ALAPISMERETEK ANGOL NYELVEN

KÖZÉPSZINTŰ ÍRÁSBELI VIZSGA

2013. május 23. 8:00

Az írásbeli vizsga időtartama: 180 perc

EMBERI ERŐFORRÁSOK MINISZTÉRIUMA
Important information

The examination is composed of the following question types:

Test questions
I. Multiple choice questions
   Indicate the correct answer by underlining. Only one answer per question will be accepted. If your indications are unclear, you will not get any points.

II. True-False questions, with explanations
   Please indicate your decision (true or false) by writing the letters T or F in the box beneath the corresponding statement. All answers must be explained.

III. Definitions
   Define briefly, in 3-4 lines, the concepts and economic phenomena required.

IV. Elaborative question
   Attempt to structure your thoughts and knowledge, and try to give a comprehensive account on the given subject.

Calculation and geometrical questions
   In the case of calculation questions, indicating end-results only will not be sufficient; all calculations and applied formulas must also be indicated on the work sheet.
   Pencils may be used to prepare tables, the final solution, however; has to be finalised in pen.

   You may use a non-programmable calculator during the written examination.

Make sure you manage the time available well; write legibly and attempt to convey your thoughts clearly and coherently.

Good luck with your examination!
Test Questions and Multiple Choice Questions

I.1. Multiple choice questions

5 * 2 points

Underline the correct answer.

1. The deed of foundation of a ………………… is called the Articles of Incorporation.
   a. cooperative
   b. sole proprietorship
   c. limited liability company

2. The limited liability of members for the company’s debts means that
   a. the company is not liable for its debts.
   b. members are only liable for company debts to the extent of their investments in the company.
   c. members are liable for the company’s debts with their personal assets as well if company assets cannot settle these debts.

3. Employment may be terminated with immediate effect
   a. with ordinary termination by the employer.
   b. during the probationary period.
   c. in all cases.

4. The cost of packaging materials used in an enterprise features in the total cost-type profit and loss statement
   a. as amortisation.
   b. as other expenditures.
   c. as cost of materials.

5. The share price
   a. is the sale price of the share at a given moment.
   b. is the amount printed on the share.
   c. can never deviate from nominal value.
I.2. DEFINITIONS

Define the following terms.

1. Bond:

2. Price margin:

3. Floor space utilisation:

4. The 4 basic freedoms of the EU:

5. Price:
I.3. True-false statements 5 * 3 points

Decide whether the following statements are true or false. Indicate your answer (true or false) by writing the letters T or F into the square under the corresponding statement. Give a brief explanation for your answer, even if the statement is true. Each correct answer is worth 1 point and each correct explanation a further 2 points.

1. If an entrepreneur wishes to increase sales revenues, he/she can never raise prices because as a result quantities sold would drop.

2. If financial revenue is negative, the profit on ordinary business activities will be lower than trading profit.

3. In the case of a profitable enterprise, the gross sum of liabilities in the statement of assets and liabilities is always higher than the gross sum of assets.

4. If the employee terminates employment with ordinary termination, he/she must always explain and justify the decision.

5. The performance of bankruptcy proceedings always means the dissolution of the enterprise.
I.4. Elaborative question  

Sum up the role, content of employment contracts as well as its types according to term. Make sure you also mention the probationary period.
Calculation Questions 50 points
II.1. Analysis of pricing and the development of the price margin 10 points

A furniture dealer is considering two proposals/quotes to procure computer desks of similar quality.

With the 1st option, he can procure the product at a net price of HUF 20 000 Ft/piece. Based on his previous experiences, he will be able to sell the product at a consumer price of HUF 36 000 Ft/piece.

He will most probably be able to sell 100 pieces.

With the 2nd option, the net purchasing price of the product is HUF 24 000 and he is planning to resell it at a gross sales price of HUF 44 000. He thinks he will be able to sell 70 pieces, as due to the higher price, demand for this product will be lower.

Both products have a VAT tax rate of 25%.

(Round your calculations off to 1 decimal place)

Questions
1.1. Determine the achievable price margin for both products. 4 points

1.2. Determine the profit margin as a percentage of the net purchasing price for both products. 2 points
1.3. Determine expected gross margin in the case of both products.  
2 points

1.4. Decide which procurement source it is worth choosing, the first or the second. Explain your answer.  
2 points

II.2. Preparation of a simplified balance sheet, interpretation of data  
23 points

Below are the data for Tündi ABC’s 2009 Statement of Assets and Liabilities (in HUF thousand).

<table>
<thead>
<tr>
<th>Assets</th>
<th>Liabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Fixed assets</td>
<td>C. Equity</td>
</tr>
<tr>
<td>I. Intangible assets</td>
<td>I. Subscribed capital</td>
</tr>
<tr>
<td>II. Tangible assets</td>
<td>III. Capital reserve</td>
</tr>
<tr>
<td>III. Financial assets</td>
<td>IV. Accumulated profit reserve</td>
</tr>
<tr>
<td>B. Current assets</td>
<td>V. Tied-up reserve</td>
</tr>
<tr>
<td>I. Stocks</td>
<td>VII. Balance sheet profit/loss</td>
</tr>
<tr>
<td>II. Receivables</td>
<td></td>
</tr>
<tr>
<td>III. Securities</td>
<td></td>
</tr>
<tr>
<td>IV. Liquid assets</td>
<td></td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>Total liabilities</strong></td>
</tr>
<tr>
<td>5,500</td>
<td>900</td>
</tr>
<tr>
<td>150</td>
<td></td>
</tr>
<tr>
<td>250</td>
<td>700</td>
</tr>
<tr>
<td>750</td>
<td>500</td>
</tr>
<tr>
<td>2,500</td>
<td>1,800</td>
</tr>
<tr>
<td>300</td>
<td>300</td>
</tr>
<tr>
<td>200</td>
<td>500</td>
</tr>
<tr>
<td>1,950</td>
<td></td>
</tr>
<tr>
<td>3,000</td>
<td></td>
</tr>
</tbody>
</table>
2.1. Calculate the data missing from the Statement of Assets and Liabilities. 12 points

Show your calculations below.

2.2. Based on the statement of assets and liabilities, answer the following questions. 11 points

- Was the enterprise’s activity profitable for the year 2009? Explain your answer. 2 points

- What do the overall assets and liabilities of the enterprise amount to? 1 point
- Does the enterprise have any debts? Explain your answer. 4 points

- Do the enterprises current assets without stocks cover its liabilities? Support your answer with calculations and figures. 4 points
II.3. Analysis of payroll management  

In a retail unit, the proprietor has collected the following data to analyse payroll management:

<table>
<thead>
<tr>
<th>Name</th>
<th>Year 2009</th>
<th>Year 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average number of employees (person)</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Average wage (HUF/person/month)</td>
<td>78 000</td>
<td>80 000</td>
</tr>
<tr>
<td>Net sales revenue (HUF thousand)</td>
<td>312 000</td>
<td>350 000</td>
</tr>
</tbody>
</table>

**Question**

Calculate annual wage amount, the wage share, their changes expressed in %, the change of average wage and number of employees expressed in %, annual net sales revenue for one person and its change expressed in %.

Please round off to 1 decimal place in case of percentages and HUF thousands.

**Calculations**
<table>
<thead>
<tr>
<th>Topics</th>
<th>Serial number of question</th>
<th>Maximum score</th>
<th>Achieved score</th>
<th>Maximum score for topic</th>
<th>Achieved score for topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test questions and multiple choice questions</td>
<td>I.1.</td>
<td>10</td>
<td></td>
<td>25</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I.2.</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I.3.</td>
<td>15</td>
<td></td>
<td>25</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I.4.</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laws, rules and correlations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I.1.</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calculation questions</td>
<td>I.2.</td>
<td>23</td>
<td></td>
<td>50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I.3.</td>
<td>17</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total score of the written examination** 100

Correcting teacher

Date: ..................................

Pontszáma egész számra kerekítve/Points rounded to a whole number

Programba beírt egész pontszám/Points (whole number) entered into programme

Választást, rövid választ igénylő feladatok a gazdálkodási ismeretek témaköréből/Test questions and multiple choice questions

Számítást igénylő feladatok a gazdálkodási ismeretek témaköréből/Calculation questions

javító tanár/Correcting teacher

jegyző/Notary

Dátum/Date: ..............................  Dátum/Date: ..............................