

Azonosító
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ÉRETTSÉGI VIZSGA • 2016. május 18.

**KERESKEDELMII
ÉS MARKETING
ALAPISMERETEK
ANGOL NYELVEN**

**EMELT SZINTŰ
ÍRÁSBELI VIZSGA**

2016. május 18. 8:00

Az írásbeli vizsga időtartama: 180 perc

Pótlapok száma	
Tisztázati	
Piszkozati	

**EMBERI ERŐFORRÁSOK
MINISZTERIUMA**

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Important Information

The examination is composed of the following question types:

Test questions

Multiple choice questions

Indicate the correct answer by underlining. There is only one correct answer per question.

If your solution is unclear, you will not get any points.

True-False questions, with explanations

Please indicate your decision (True or False) by writing the letters T or F after the corresponding statement.

All answers must be explained.

Definitions

Briefly define the concepts and economic phenomena required.

Long answer question

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

Preparation and compilation of documents

Prepare the document specified in the question using the data and information provided.

Calculation Questions

In the case of calculation questions, indicating end-results only will not be sufficient, the progression of calculation must also be indicated.

Pencils may be used to draw tables, the final solution, however, has to be finalised in pen.

You may use a non-programmable calculator to solve the questions.

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

Good luck with your examination!

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TEST QUESTIONS

50 points

1. Multiple Choice

6 * 1 point

Indicate the correct answer by underlining. There is only one correct answer per question. If your solution is unclear, you will not get any points.

1.1. Which one is **not** a characteristic of the gross margin?

- a) It is the difference of the net sales price and the net purchase price.
- b) It is the difference of the net sales revenue and the cost value of the goods sold.
- c) It is the sum of the individual margins multiplied by the quantity sold.

1.2. Liquidation

- a) is started by the company and its purpose is the company's permanent dissolution.
- b) is started by the company and its purpose is to save the company.
- c) may be started by the company and its creditors alike, their purpose being to dissolve the company without a successor.

1.3. The start-up capital of a general partnership

- a) may not be smaller than the amount determined by the Companies Act.
- b) is of an amount and composition that is determined by the founding members.
- c) may only consist of contributions in kind.

1.4. In a commercial enterprise, expenses of financial transactions include the following:

- a) dividend received, exchange loss, interest paid.
- b) dividend paid, exchange loss, interest paid.
- c) exchange loss, interest paid.

1.5. If sales revenue increases by 5.6% and a given cost item increases by a smaller % then the cost is said to be

- a) linear.
- b) progressive variable cost.
- c) degressive variable cost.

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1.6. Hungary has been a member state of the European Union since

- a) 1 January 2004.
- b) 1 May 2004.
- c) 1 January 2005.

2. True or false statements

6 * 3 points

Decide whether the statements below are True (T) or False (F). Indicate whether the statement is true or false by writing T for True and F for False after the statements. Justify and explain every decision. Correct statements are worth 1 point, correct explanations are worth 2 points.

2.1. The basis of calculating the annual depreciation of a fixed tangible asset is its gross value, which is the same as its gross purchase price.

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2.2. Cessation of an employment relationship and termination of an employment relationship are terms of equal content.

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2.3. Only people who do not have limited liability membership in another enterprise can become sole proprietors.

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2.4. The most important strategic decision making body of a public limited company is the board of directors.

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2.5. According to Act I of 2012 on the Labour Code, in a corporate collective agreement deviations from the provisions of the law are not only possible in cases where the deviation would benefit the employees, but also in cases where the deviation would be detrimental to them.

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2.6. Apart from the National Tax and Customs Administration (NAV), municipal governments can also act as tax authorities.

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3. Terms

5*2 points

Define the following terms.

3.1. Employment contract:

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3.2. Place of business:

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3.3. Fixed financial assets:

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3.4. Equity capital:

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3.5. Loan:

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4. Long answer questions

12 points

Structure your thoughts and knowledge clearly and try to give a comprehensive account on the given subject.

Describe the factors that may influence costs. List at least six factors. Briefly describe their effects.

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5. Preparation and compilation of documents

4 points

Complete the missing data from the 2013 profit and loss statement of a retail enterprise.

Name	HUF thousand
Operating profit	250 400
Profit on financial transactions	
	249 300
Extraordinary profit	900
Profit before taxes	
Profit after taxes	226 080
	185 000

Calculation:

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**ARITHMETIC AND GEOMETRY QUESTIONS IN THE TOPICS OF BUSINESS
MANAGEMENT AND ECONOMICS**

50 points

BUSINESS MANAGEMENT

25 points

1. Statement of assets and liabilities

17 points

You would like to compile the simplified statement of assets and liabilities for 2013 of a food product retail company founded in 2010, and the following data are available to you:

Balance sheet as at 31 December 2013

Data in HUF thousand

Assets	2013	Liabilities	2013
Fixed assets	15 700	Shareholders' equity	
Intangible assets	280	Registered capital	8 000
Tangible assets	12 020	Capital reserve	
Fixed financial assets		Accumulated profit reserve	
Current assets		Balance sheet profit	
Stocks		Provisions	500
Receivables	1 760	Liabilities	6 300
Securities	750	Long-term	4 200
Financial assets	2 900	Short-term	
Total assets	32 400	Total liabilities	

Supplementary information for the preparation of the balance sheet:

- In 2013, balance sheet profit accumulated during the previous years came to HUF 10 200 thousand.
- The company's profit before taxes in the current year came to HUF 6900 thousand.
Balance of items that modify the tax base = HUF – 2 700 thousand.
- The corporate tax rate is 10%, tax credit = HUF 550 thousand.
- The owners of the kft. receive a dividend of HUF 500 thousand from the after tax profit generated by the company.

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Questions:

- 1.1. Calculate the missing data and put them on the correct balance sheet line. 13 points

Calculation:

- 1.2. Calculate the quick ratio (the ratio of financial assets to short-term liabilities) and give an opinion on how the solvency of the company has changed if the company's quick ratio was 83% in the preceding year. (Rounding precision: % to one decimal place.)

4 points

Calculation:

Assessment and explanation:

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2. Payroll management

8 points

The following payroll data of a national retail company are available for 2013:

- Average salary HUF 165 thousand/person/month
- labour cost percentage: 5.7%.
- turnover: HUF 1650 million

The company plans to increase productivity by 6.5% and to raise the average salary by 4.5%.

Question:

2.1. Calculate the per capita turnover for 2013. (*Rounding precision: HUF thousand; one decimal place for other indicators.*) 2 points

Calculation:

2.2. Calculate the monthly productivity, average salary and labour cost percentage indicators planned for 2014 and briefly explain the planned changes. (*Rounding precision: HUF thousand; two decimal places for % indicators.*) 6 points

Calculation:

Assessment:

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4. Arithmetic questions

15 points

4.1 Monopoly market

8 points

Data describing a profit maximising company in a position of monopoly (unit of Q is one ton, P equals the price of one ton of product in EUR thousand):

- Demand function of the product produced by the company: $Q_D = 20 - 0.5P$
- Total Cost function (in thousand EUR) $TC = 20Q^2 - 4$
- Marginal revenue function: $MR = 40 - 4Q$
- Marginal cost function: $MC = 40Q$

Calculate:

- a) the quantity produced by the monopoly (accuracy: kg),
- b) the market price of the product (accuracy: one decimal place) and
- c) size of the profit (accuracy: one decimal place).

Provide a brief, one-sentence explanation of your results.

Solution:

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4.2 Macro income

4 points

In a closed macro-economy household consumption comes to 7000, investments come to 2000, total private sector savings amount to 2200, wages equal 9000, value of government purchases amount to 1500, while transfer to households equals 800.

Calculate:

- a) the macro income of the economy and
- b) balance of the state budget.

Solution:

4.3 Economic profit

3 points

In the first year of its operation an enterprise has generated EUR 37 000 in accounting profit and EUR 32 000 in ordinary profit.

Question:

- a) Calculate the amount of its economic profit.
- b) Was starting the enterprise worthwhile? Give an explanation of no more than one sentence.

Solution:

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Topic	Question number	Maximum points	Points scored	Maximum points of topic	Points scored in topic
Test questions and multiple choice questions in the field of economic management and economics	1.	6		50	
	2.	18			
	3.	10			
	4.	12			
	5.	4			
Arithmetic and geometry questions in the field of economic management and economics	1.	17		50	
	2.	8			
	3.	10			
	4.	15			
Points scored in 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 témaköreiből/ Test questions and multiple choice questions in the field of business management and economics		
Számítást igénylő feladatok a gazdálkodási ismeretek témaköreiből/ Arithmetic and geometry questions in the field of business management and economics		

javító tanár/Correcting teacher

jegyző/Notary

Dátum/Date:

Dátum/Date: