

2010年12月ACCA考试考官报告(P3)(3) PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/645/2021_2022_2010_E5_B9_B412_E6_c52_645816.htm 点击查看：#0000ff>2010年12月ACCA考试考官报告汇总 B部分有三道题，#000000>考生需要回答其中任意两题。问题二是关于一个考虑#000000>投资电子商务的商业书刊出版商。第一部分要求考生确定采用电子商务的主要动因和潜在障碍。许多考生在这一部分得到了满分。当然，有些考生的答案过于冗长。考生应该牢记高效的时间管理的必要性。第二部分要求考生评估在采纳电子商务后，市场营销组合的某些元素会被如何应用。选择回答这道题的考生有少数人对市场营销组合完全不了解。 Section B questions Candidates have to answer two of the three questions presented in this section of the examination. Question Two concerned a specialist business book publisher considering investment in e-business. The first part of the question (worth 5 marks) asked candidates to determine the main drivers for the adoption of e-business and to identify potential barriers to its adoption. The case study scenario provided a wealth of information and many candidates gained full marks for this part of the question. Indeed, some answers were too long and elaborate for the marks on offer and strayed too far into the answer to the second part of the question. Candidates are reminded of the need for effective time management and the need to answer the specific requirement of the question. The second part of the question asked candidates to evaluate how certain elements of the marketing mix (price, promotion, product, physical evidence and

place) might be exploited through the adoption of e-business. Again, this was relatively well answered with many candidates giving relevant examples from their own studies, from appropriate websites (such as Amazon) and from contemporary technology, such as Kindle Readers and iPads. Candidates who marginally failed this question just did not make sufficient points to gain the marks on offer. Very few candidates who elected to answer this question were completely unaware of the marketing mix, although some did introduce the other two elements of the mix (process and people) despite these not being explicitly required in the question.

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