

ÉRETTSÉGI VIZSGA • 2006.

**GAZDASÁGI ISMERETEK
ANGOL NYELVEN
ECONOMICS**

**EMELT SZINTŰ ÍRÁSBELI
ÉRETTSÉGI VIZSGA
ADVANCED LEVEL
WRITTEN EXAMINATION**

Projekt

**JAVÍTÁSI-ÉRTÉKELÉSI
ÚTMUTATÓ
EVALUATION GUIDE**

**OKTATÁSI MINISZTERIUM
MINISTRY OF EDUCATION**

Detailed scoring guide for project topics

Detailed scoring guide for the evaluation of advanced level project papers:

Consider	Optimum Solution	Maximum points
Comprehension of task, focus on topic, sticks to the point	Cohesion between content and title (3) Key elements emphasized (2) Appropriate length (2)	7
Knowledge in theoretical and practical issues	Concepts learned in school linked to practical experience (2) Proper use of graphs, charts, images, appendices (2) General knowledge in the chosen topic (2) Precise documentation of sources (2) Logical cohesion between paragraphs (1) Background of economic processes; depth of presentation of causes and results of said processes (1)	10
Exploration of key factors in topic, problem-centred approach to the topic, independent opinion	Source material and research results combined (2) Phrasing of critical observations and suggestions (2)	4
Use of jargon	Use of basic terminology (2) Appropriate use of terminology found in specialized literature (2)	4
Clarity, grammar, structure of answer	Maintains work log properly (8) Ratio of chapters relative to each other, professional aspect taken into consideration (2) Format criteria (lay out, line spacing, font size) (1) Table of contents, page numbering, grammar (2) Style (2)	15
Total		40

Project paper correction guide

The correcting teacher shall read the project paper.

When evaluating the project the teacher shall take the work log and evaluation by the specialist teacher into consideration and score according to the scoring guide.

Format criteria:

The paper shall have a cover page containing the title, examinee's name, name of the school and class.

Page one shall contain the table of contents.

Content criteria:

The introduction shall contain the examinee's reason for his choice of topic and a brief introduction of the company (when it was established, history, current state of affairs).

The conclusion shall be a summary of observations and suggestions by the examinee as well as what he experienced during the project. The examinee shall also express his opinion concerning the entire process and record both positive and negative experience and what the process means to him.

The conclusion-evaluation section shall be followed by appendices and a bibliography.

The project paper consists of several chapters that differ from each other.

Topic 1

Present the sales and marketing activities of a company of your choice

Suggested structure:

- Presentation of the company's marketing strategy: what strategy is used, why, how are expectations pertaining to the strategy met?
- How is marketing-mix used at the company?
- Pricing policy: pricing methods and reasons.
- The company's product structure: what do they produce, why; how has their product structure changed and what were the reasons?
- Communications: what forms of advertisement are used, why? Discuss the elements of their image building: PR activities; efficiency of communications tools
- Sales as an element of the company's marketing-mix
- Sales policy (emphasized over other marketing-mix elements): what sales methods are used for individual products, are there discrepancies between the sale of various products, what is the reason for them, what sales channels are used to get products to consumers, how efficient are they?

Topic 2

Set up you own business!

What type of business would be worth starting up in your neighbourhood if you had 20million HUF?

Here the introduction is different from the other topics because the examinee has to establish his own company. Therefore, in addition to explaining his choice of topic the examinee also has to discuss what caught his eye in the business he set up.

Suggested structure:

- Summary (purpose of business plan, name of company, address, summary of activities)
- Market analysis (market forecast, competition, Swot analysis)
- Description of business concept (services, target groups, market share)
- Business goals (short term, longer term)
- Marketing plan (market research, marketing strategy, sales, price, product, advertisement)
- Organizational plan
- Operational plan
- Human resources plan (management, employee, motivation)
- Risk analysis (expected reaction of competitors; internal and external factors)
- Financial plan (amount of necessary capital, opening balance, profit accounting, break-even point accounting, cash flow statement)
- Appendices (entrepreneur's license, declaration of intent to rent out, etc)

Topic 3

Discuss a service provider or production company of your choice

Suggested structure:

- Discuss company size, market place and competitors
- Company input and output: what resources are needed, where will they get them, what do they sell, what markets supplied
- Illustrate real flows (procurement, processing, sales)
- Illustrate information processes (accounting, financial, IT processes)
- Chart and explanation of organizational structure
- Production systems, technologies, types

Topic 4

External environment of a company of your choice

Suggested structure:

- Discuss the natural environment (company location, why there, environmental protection)
- Discuss suppliers, customers (who they purchase from and why; who they sell to, why)
- Discuss competitors (position of company compared to competitors)
- Roles of the state and local government in the company's life (state regulations to be followed, financial aid company receives, taxes)

Topic 5

What's that got to do with it?

Choose a product and trace it from production to purchase.

Suggested structure:

- What raw materials are needed, where are they purchased, and how is a supplier chosen
- Cost accounting (how are prices calculated, what is the basis of cost accounting, what are the costs per unit)
- Sales (how are the appropriate channels chosen)
- Route a product takes from producer to end consumer (wholesale, retails, price margin)
- Taxes on production and sales of product (what tax is paid by company on purchase, what taxes on distribution)
- Competitors' products (what products can replace the examined product, what is the risk involved for the company)

Topic 6

Consumer decisions

Where can you buy a given product of the expected quality at the lowest possible price?

Here the introduction is different from the other topics because the examinee has to choose a specific product. Therefore, has to explain his choice of topic as well as to discuss his choice of product.

Suggested structure:

- Present a product (production, characteristics that influence consumers)
- Possible consumers (who are they, what differentiates a group of consumers from an other one)
- Possible suppliers and prices (where can the product be bought, what is the price, what are the differences and why)
- Examine and evaluate what influences consumer decisions

Topic 7

Analysis of a medium to large company from a labour management point of view

Suggested structure:

- Discuss labour groups at the company (what posts are there, what level of training and what attitude do employees in these posts have)
- The hiring process (recruitment, selection, hiring)
- Performance evaluation methods
- Labour cuts (are lay offs common, how are they done, what methods are used and what is taken into consideration)

Topic 8

Motivation system at a small to large company

Suggested structure:

- The company's employment strategy (short term and long term goals)
- Outline education level of the labour force
- Company's motivation and qualification (how are workers motivated and with what results, how does the company keep employees)
- Payroll system (what form of payroll does the company use, why)

Topic 9

Discuss the financial status of a company of your choice

Suggested structure:

- Discuss the company's investments (what type of investments do they make, how successful are they)
- Discuss the company's credit policy (what type of loans they take out, at what rate do they pay them off, how do they recuperate their costs)
- Relationship between the company's financial policy and their liquidation (how liquid is the company, what factors cause liquidation problems, how do they solve these)

Topic 10

Discuss the Hungarian stock market, in particular the stock exchange

Suggested structure:

- Brief discussion of the stock market (what stocks are on the market, how can you obtain stocks, under what conditions, at what price, how are stock prices chosen)
- The roll of the stock exchange on the stock market (stock market operations, function, place in the market)
- Players on the stock market (who can buy-sell stocks, with what kind of cooperation, what are the rules for selling stock)
- Discuss the company's stock issuance (what stock do they issue, why, what are the profits)