ÉRETTSÉGI VIZSGA • 2019. május 15.

KERESKEDELEM ISMERETEK ANGOL NYELVEN

KÖZÉPSZINTŰ ÍRÁSBELI VIZSGA

JAVÍTÁSI-ÉRTÉKELÉSI ÚTMUTATÓ

EMBERI ERŐFORRÁSOK MINISZTÉRIUMA

Guidelines for evaluating the performance of examinees

During correction, all partial points awarded for partial solutions, as well as all errors and mistakes have to be indicated.

When awarding points, the following principles have to be followed:

1. Maximum points can only be awarded for perfect solutions without any errors. In case of missing answers, the partial point awardable for the answer must be deducted.

2. In case of logical errors, all partial points must be deducted at the section where the error was made. In case of questions solved with calculation errors, half of the awardable partial points have to be deducted at the section where the error was made. At later stages of the question, if the examinee provides logically correct solutions the results of which are incorrect due a previous error, then these should be considered entirely correct, therefore no subsequent points should be deducted due to one error.

3. Only one answer per question may be evaluated.

4. In the case of calculation questions, indicating results only will not be sufficient; all auxiliary calculations must also be indicated.

5. For "True or False" questions, simply indicating whether a given statement is True or False cannot be awarded any points, but 1 point each may be awarded for correct marking even if the explanation is incorrect.

Incorrect indications accompanied by professionally sound explanations may be awarded 2 points.

(Explanations that differ from those given in the correction-evaluation guide, but which are nonetheless correct can be awarded full points.)

6. There may be several correct solutions to the questions. Procedures (names) that differ from those given in the correction-evaluation guide may also be entirely correct and as such must be awarded full points.

7. For business documents, 1 point must be deducted for irregular corrections regardless of the number of mistakes. 1 point must be deducted at each question for failing to indicate measurement units, regardless of the number of mistakes. 1 point must be deducted at each question for inaccurate rounding, regardless of the number of mistakes.

Answers provided in the correction-evaluation guide can only be awarded the points indicated.

The indicated points can only be broken down further if specifically indicated.

Resulting points may only be whole numbers.

Questions designed to examine the examinee's knowledge of and ability to complete, manage business documents, conduct business correspondence and handle documents

Written (long-answer) questions   **Total: 12 points**

1. Use of office equipment   **5 points**

Pairing up

Pair the various properties, features with the corresponding office equipment. A given device may be linked with more than one property. Write the letter(s) of the properties selected next to the device. Two properties are not needed.

Equipment	Letter(s) of the properties:
computer	*a. f.*
photocopier	*e.*
telephone	*c*
dictaphone	*i.*
shredder	*b. j.*
ring binder	*h.*

Letters of the unneeded properties: ……*d.* ……*g*.

Properties:

    a.   It has peripheries.

    b.   It cuts paper into very tiny pieces that render the text on the paper illegible.

    c.   Today, we mainly use wireless versions, without cables.

    d.   It reads the message with the help of telephone lines.

    e.   It makes identical duplicates of documents.

    f.   It has both portable and desktop versions.

    g.   It covers the document with a plastic foil.

    h.   It is a hard-cover holder for documents, where the pages are held in place with a ringed retainer.

    i.   It is used to record sound.

    j.   Before use, the user must make sure that all joined pages are separated (if, for example, paperclips or staples are used) as these could damage the machine.

Evaluation: each two correct solutions are together worth 1 point.

2. Document management   **4 points**

Definitions

Briefly define the following terms.   2*2 points

Document: ***at enterprises any recorded information, data sets handled as a unit created or received in the course of the enterprise's activity must be considered a document.***

Filing: ***ensures that documents are accessible and searchable, makes the path of documents traceable and trackable.***

3. Technique, content, process of business correspondence   **3 points**

Multiple choice questions

Select and underline the correct answer. The solution cannot be awarded any points if more than one answer is marked or if marking is unclear.   3 * 1 points

3.1. The correct greeting in a business letter is:

a. Dear Kata,

b. Dear Katalin Kovács, Mme. Managing Director,

c. Hello Managing Director Katalin Kovács,

d. None of the solutions are correct.

3.2. In the introduction section of a business letter,

a. you should refer to the antecedents.

b. briefly summarise the aim of the letter.

c. Solutions a. and b. are both correct.

d. None of the solutions are correct.

3.3. The manner of saying good-bye in a business letter

a. depends on the relationship of the parties and the contents of the letter.

b. is always: Best regards, signature.

c. is always: Yours sincerely, signature.

d. The signature only is sufficient.

Business administration questions   **Total: 13 points**

4. True or false statements   **6   points**

Decide whether the statements below are true or false, then write your answer on the dotted line. All answers must be explained. The correct answer is worth 1 point, and the correct explanation 2 points.

4.1. The inventory ticket is a business document prepared on the basis of the inventory entry sheet.   …***F***…

Explanation:

False. The inventory entry sheet is the document that is prepared on the basis of the inventory ticket.

4.2. The delivery note can also be used to account VAT.   ...***F***

Explanation:

False. The delivery note is only a business document that accompanies goods, e.g. it is not required to feature the price of the products.

5. Completion of the business document   **7 points**

Complete the business document below using the following data.
You (the examinee) is an employee of Virágosrét Kft. with the right of disposal over the company bank account. Today (on the day of the examination) you execute a bank transfer in the amount of HUF 556 210. Your bank account number is: OTP (Budapest V. ker. Báthory u.) 11772255-44332211-00000000. The transfer settles an invoice for the purchasing of goods, with the invoice issued by Profi Kft. The account number of Profi Kft. is Erste Bank (Budapest XIII. Népfürdő u.) 11612255-12345678-00000000. The payment deadline for the transfer is also today's date.

Evaluation:

- The signature of the person executing the transfer (the examinee's name), the date of the transfer order (the day of the examination) and the name of the account-holding financial institution: OTP Bp., Báthory u.   1 point

- Name of the payer: Virágosrét Kft.   1 point

- Bank account number of the payer: 11772255-44332211-00000000   1 point

- Name of the beneficiary: Profi Kft.   1 point

- The amount (shown with the correct decimal places): 556 210   1 point

- Bank account number of the beneficiary: 11612255-12345678-00000000   1 point

- Debit day: the day of the examination　　　　　　　　　　　　1 point

Questions designed to measure the examinee's knowledge, ability to plan and analyse trade and business activities

I. Written (long-answer) questions　　　　　　　　　　　**Total: 30 points**

1. Definitions　　　　　　　　　　　　　　　　　　　**6 points**

Provide a brief, concise definition for the following terms.　　　　3 * 2 points

1.1. Cost: **The value of the tools and workforce used during the distribution and marketing of goods as expressed in money.**

1.2. Average inventory **Shows the average inventory size for a given period (month, quarter, half-year, year).**

1.3. Direct tax: **The taxpayer is identical with the person who is liable for the tax in an economic sense.**

2. True or false statements   **9 points**

Decide whether the following statements are true (T) or false (F), and write your answer next to the statement. Explain your decision in both cases. (Correct answers are worth 1 point each, correct explanations 2 points each. Merely providing an answer without explanation may not be awarded any points. Explanations different from the above, but still professionally sound may also be accepted.)

2.1. The rate of personal income tax has a direct impact on the company's payroll costs.

…***F***…

Explanation: False, personal income tax is paid by the employees and, as such, has no impact on payroll costs.

2.2. Personal income is a tax on consumption.   …***F***…

Explanation: False, because personal income tax is a tax on income.

2.3. In the case of turnover and revenue calculated for the same period, the amount sold is the same.   ...***T***...

Explanation: True, when calculating turnover, the amount sold is considered at consumer price, while in the case of sales revenue it is considered at the net sale price.

Multiple choice questions   **5 points**

Underline the correct answer. There is only one correct answer to each question. The solution cannot be awarded any points if more than one answer is underlined or if underlining is unclear.

5 * 1 points

3.1. In the event of payment within 8 days, the supplier provides a 2 percent discount to its partners. This discount is the

    a. bonus.

    b. early payment discount.

    c. rebate.

    d. quality discount.

3.2. If for the calculation of the rate of turnover, the inventory data are available at the net sale price, the _____ should be used as sales data.

    a. turnover

    b. **sales revenue**

    c. COGS

    d. none of the above

3.3. The most significant expenditure of commercial businesses is

    a. **the COGS.**

    b. the cost of packaging materials.

    c. employee wages.

    d. shipping and transportation costs.

3.4. A store offers a mobile phone with a 20% discount, for the price of HUF 36 000. What was the phone's original price?

    a. It is impossible to calculate using these data.

    b. **HUF 45 000.**

    c. HUF 43 200.

    d. HUF 28 800.

3.5. A store offers a mobile phone with a 20% discount, where the phone's original price was HUF 36 000. What is the phone's discounted price?

     a. It is impossible to calculate using these data.

     b. HUF 45 000.

     c. HUF 43 200.

     d. **HUF 28 800.**

3. Complete the text   **5 points**

Complete the following text with terms related to the profit and loss statement.

                                         5 * 1 points

The **profit and loss statement** is an accounting document that shows the revenues and expenditures in a given period, and the results of the enterprise achieved as the difference of the two.

The profit and loss from a company's core activity is referred to as **operating/business profit and loss**.

The difference of the revenue and expenditures of financial operations is referred to as **profit/loss on financial operations**.

These two profit/loss items are jointly referred to as **profit before taxes**.

Profit after taxes equals profit before taxes minus the tax liability.

4. Pairing up   **5 points**

Decide what the indicators below express. Pair the definitions marked by numbers with the indicators marked by letters, and then complete the table with the appropriate letters. (Attention: every definition corresponds to only one indicator, and there is one unneeded indicator.)

5 * 1 points

Definitions:

1. This indicator expresses the per capita turnover in trade.
2. This indicator expresses what percentage payroll costs represent within net sales revenue.
3. This indicator expresses the aggregate average change of the price of various goods.
4. This indicator expresses the ratio of the various groups of the population compared to the whole of the population.
5. This indicator expresses the ratio of actually achieved profit to planned profit.

Indicators:

A. Labour cost percentage
B. Ratio of distribution
C. Plan delivery ratio
D. Target ratio
E. Productivity
F. Price index

1.	2.	3.	4.	5.
E	A	F	B	C

II. Questions concerning calculations, editing and preparation of tables and graphs

Total: 45 points

1. Sales revenue analysis   **12 points**

A company's sales revenue changed over the past 5 years as follows: Sales revenue was HUF 117.3 million in 2015, forint volt, which was 15% higher than the preceding year. Sales revenue in 2016 was HUF 16.7 million greater than in 2015. There was a drop of 5 percent in 2017 over the preceding year. 2018 sales revenue exceeded the 2014 figure by 35 percent.

Question:

Prepare a table to analyse the change over time. In addition to the sales revenue data, the table should show the ratios expressing the change, and calculate the data missing from the table as well. Make the comparison with the data of both the preceding year and 2014.

(Rounding precision: HUF hundred thousand, one decimal place for percentage values.)

Change of the company's sales revenue

Year	Sales revenue in HUF million	Change as a %	
		previous year = 100%	2014 = 100%
2014.	**102.0**	-	**100.0**
2015.	117.3	115.0	115.0
2016.	**134.0**	**114.2**	**131.4**
2017.	**127.3**	95.0	**124.8**
2018.	**137.7**	**108.2**	135.0

Editing of the table, showing the title: **1 point**

Showing the header and the ratios: **1 point**

Correct entry of data provided: **1 point**

Correct entry of at least four calculated data: **1 point**

Calculations: 8 points

2014 sales revenue   = 117.3 / 1.15 = HUF 102 M   **1 point**

2016 sales revenue   = 117.3 + 16.7 = HUF 134 M   **1 point**

2017 sales revenue	= 134 *0.95 = HUF 127.3 M	**1 point**
2018 sales revenue	= 102 * 1.35 = HUF 137.7 M	**1 point**
Chain ratios		
2016	= 134 / 117.3 = 1.1423= 114.2%	**1 point**
2018	= 137.7 / 127.3 = 1.0816= 108.2%	**1 point**
Basic ratios		
2016	= 134 / 102 = 1.3137 = 131.4%	**1 point**
2017	= 127.3 / 102 = 1.2480 = 124.8%	**1 point**

2. Pricing   13 points

A furniture store purchases 25 desks. The list price of the product is HUF 20 000. In the case of orders exceeding 10 desks, the manufacturer provides a 7 percent discount off the list price for the entire order volume, however, they do not undertake the shipping of the desks. Shipping is carried out by transportation company for a total of HUF 40,000.

The prices given do not include VAT. (Rounding precision: HUF, whole percentage.)

Questions:

2.1. Calculate the product's net purchase price.   3 points

Invoiced price = 20 000 * 0.93 = 18 600 HUF/pc   **1 point**

Transportation costs per 1 unit = 40 000 / 25 = 1 600 HUF/pc   **1 point**

Net purchase price = 18 600 + 1 600 = 20 200 HUF/pc   **1 point**

2.2. The sale price is generated with a 30 percent profit margin calculated as a percentage of the net purchase price. The VAT rate applicable is 27%. Calculate the product's price margin, as well as its net and gross sale price   3 points

Price margin = 20 200 * 0.3 = HUF 6 060   **1 point**

Net sale price = 20 200 + 6 060 = HUF 26 260   **1 point**

Gross sale price = 26 260 * 1.27 = 33 350.2 = HUF 33 350   **1 point**

2.3. Complete the following sentences.   3 points

The price margin is the difference of the net sale price and the **net purchase price**. It provides cover for the goods' **distribution-related costs** as well as for the company's **profit**.

                                                                    3 * 1 point

2.4. The manufacturer has granted a 20 percent discount for the floor model displayed at the store.

Calculate the discount price, the amount of the price margin that can thus be attained as well as the profit margin as a percentage of the net purchase price.   4 points

Discount price = 33 350 *0.8 = HUF 26 680   **1 point**

Net sale price = 26 680 / 1.27 = 21 007.8 = HUF 21 008   **1 point**

Price margin = 21 008 – 20 200 = HUF 808   **1 point**

Profit margin as a % of the purchase price = 808 / 20 200 = 0.04 = 4%   **1 point**

3. **Planning profitability**   **7 points**

A businessman is looking to open a new store at the end of 2018. He is assuming the following data in the 2019 business plan: He is planning the sale of goods with a purchase value of HUF 87.5 million net, where the attainable gross margin ratio is 30 percent of sales revenue. The planned amount of distribution costs is HUF 22.5 million.

Question:

Calculate the data missing from the table. (Rounding precision: HUF hundred thousand, whole percentage.)

Profitability plan for 2019

Name	Data in HUF million	As a % of sales revenue
Sales revenue	**125.0**	100
COGS	87.5	**70**
Gross margin	**37.5**	30
Distribution costs	22.5	**18**
Profit	**15**	**12**

Entry of the data provided into the table   **1 point**

Calculations:

COGS rate = 100 – 30 = 70%   **1 point**

Sales revenue = 87.5 / 0.7 = HUF 125.0 M   **1 point**

Gross margin = 125 – 87.5 = HUF 37.5 M   **1 point**

Profit = 37.5 – 22.5 = HUF 15 M   **1 point**

Distribution cost rate = 22.5 / 125 = 0.18 = 18%   **1 point**

Return on sales (ROS) = 15 / 125 = 0.12 = 12%   **1 point**

4. Examination of stocks   7 points

The sales revenue of a store in the baseline year was HUF 29 400 thousand, while the value of the average inventory at net sale price was HUF 2 450 thousand.

Questions:

4.1. Calculate the turnover rate of average stocks and inventories in days and in rotations.
(Rounding precision: whole day, whole rotation)   2 points

Turnover rate in days = 2 450 * 360 / 29 400 = 30 days   1 point

Turnover rate in rotations = 29 400 / 2 450 = 12 rotations   1 point

4.2. In the next period, the turnover rate of average inventory accelerated by 2 days with the value of sales revenue increasing by 5 percent. Calculate the sales revenue for the current period as well as the value of the average inventory. (Rounding precision: whole day and HUF thousand.)   3 points

Turnover rate in the current period = 30 – 2 = 28 days   1 point
Sales revenue = 29 400 * 1.05 = HUF 30 870 thousand   1 point
Average inventory =28 * 30 870 / 360 = HUF 2 401 thousand   1 point

4.3. Complete the text by underlining the correct word.   2 points

The acceleration of the turnover rate means that **smaller**/larger average inventory is needed to maintain turnover of a given size. The number of average stock and inventory rotations **increases** / decreases.

2 * 1 points

5. Analysis and planning of headcount and payroll management   6 points

The following data are available to analyse the headcount and payroll management of a company for 2018:

Turnover: HUF 290 520 thousand

Productivity: 2 690 HUF thousand/person/month

Labour cost percentage: 6.5%

Average value of a purchase: HUF 2 500

Questions:

5.1. Determine the number of employed, the annual wage amount and the average salary of employees.

(Rounding precision: headcount in persons, wage amount and average salary in HUF.)   3 points

Number of employed = 290 520 / 12 / 2 690 = 9 persons   1 point

Annual wage amount = 290 520 000 * 0.065 = HUF 18 883 800   1 point

Average salary = 18 883 800 / 12 / 9 = 174 850 HUF/person/month   1 point

  (or: 2 690 000 * 0.065 = 174 850 HUF/person/month)

5.2. Answer the following questions without calculations.

How and by what percentage would productivity change in the year ahead if turnover were to increase by 10% but the number of employees remained the same?   1 point

The productivity indicator would also increase by 10 percent.   1 point

5.3. Calculate the monthly average number of customers for the store as well as the monthly average workload of employees.   2 points

Monthly average customer number = 290 520 000 / 12 / 2 500 = 9 684 customers/month
  1 point

Workload = 9 684 / 9 = 1 076 customer/person   1 point