

ECONOMICS

Reading Assignment Form 3Business

1. Public Finance
2. International Trade

FINANCIAL ACCOUNTING

1. Account for not-for-profit organisation
2. Departmental Account
3. Manufacturing Account.

3 GEN. ARTS 1 & 3 (GOLD)

Vacation Reading Assignments

Topic 1

BANKING (Financial Institutions)

Questions To Solve

Q2.

- (a) Distinguish between "money market" and "capital market".
- (b) Highlight any four (4) functions of the Central Bank of your country.
- (c) Explain any four (4) monetary policy tools used by the central bank to regulate money supply in an economy.

Topic 2

INTERNATIONAL TRADE

2. Questions To Solve

Q1

(a) What is international trade?

(b) Explain the following barriers to trade:

i) embargo

ii) quota

iii) tariff

iv) devaluation

(c) Outline four (4) reasons why countries impose restrictions on trade.

NOTE:- A test would be conducted on these two topics on the first day in class. So students are encouraged to read widely on the topics before they return back to school.

Business Management

ACCRA ACADEMY

TAKE HOME ASSIGNMENT

BUSINESS MANAGEMENT – ALL FORM 3 STUDENTS

Reading assignment. Students should read on International Trade. There will be class test when school resumes.

Read the following case carefully and answer the following questions.

HABAKKUK 14:14 LIMITED

Habakkuk 14:14 Ltd was the sole manufacturer of a brand of soap called Super Cleaner which enjoyed some degree of monopoly for a considerable period. As a result of this monopoly, the company was not quality-conscious. This contributed to the production of poor quality Super Cleaner soap and subsequent complaints from consumers were not positively attended to.

A concerned investor who was not happy about the quality of Super Cleaner soap also established a company and named it Alita Ltd. The new company produced a new brand of soap called Super Washer. The quality of Super Washer was so superb that demand for it increased more than the demand for Super Cleaner. The average daily sales of Ghc10,000 previously recorded Habakkuk 14:14 Ltd for its Super Cleaner fell to Ghc2,000. The probability is that, demand and sales revenue would continue to fall further.

Habakkuk 14:14 Ltd then became conscious of the complaints about its soap and did everything possible to improve the quality of Super Cleaner, which became superior to Super Washer. In spite of the improved quality of Super Cleaner, demand continued to fall since almost all consumers were buying Super Washer.

The operations of Habakkuk 14:14 Ltd almost came to a halt since it was finding it difficult to sell its products. The consequence was that, the company was that, the company was compelled to lay off about 70% of its employees.

Questions

In what ways is selling different from marketing?

Identify two problems confronting Habakkuk 14:14 Ltd

List six steps in the development of a new product.

State four factors that may contribute to the failure of new products.

What four factors influence the demand for consumer products?

As the new Marketing Manager of Habakkuk 14:14 Ltd, explain four measures you would put in place to save the declining sales trend of Super Cleaner soap.