

# [Essay ine](https://assignbuster.com/essay-ine/)

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A GRADE ESSAY SKILLS – “ PEAE” BY TOM LAW Email:[email protected]com. hk A GRADE ESSAY SKILLS- “ PEAE” FOR HKDSE/HKAL BY TOM LAW A GRADE ESSAY SKILLS – “ PEAE” BY TOM LAW Email:[email protected]com. hk HKAL BAFS MARKS (25) NUMER OF POINTS MARKS (20) NUMER OF POINTS 8+8+9 3+3+3 8+12 3+4 10+15 4+4 20 7 12+13 4+4 25 8 A GRADE ESSAY SKILLS – “ PEAE” BY TOM LAW Email:[email protected]com. hk EXAMPLE 1 Nowadays franchising is a common way to go into a business. From the perspective of a franchisee, discuss the major benefits and drawbacks of operating acoffee shopunder franchise. (25) ??????????????????? ?????????? ,??????????????????? ??? (25) EXAMPLE 2 Explain the major characteristics of an effective control system (10) ??????????? (10) A GRADE ESSAY SKILLS – “ PEAE” BY TOM LAW Email:[email protected]com. hk EXAMPLE 3 Describe the different aspects to be considered in setting quality control standards for (i) companies in manufacturing industries and (ii) companies in service industries. (13) ?? (i)?????? (ii)???????????????????? ???? (13) EXAMPLE 4 Illustrate with examples the measures that service business in Kong Kong might adopt to manage the quantity of (I) services demanded and (ii) services supplied. 12) ?????????????????? ,?????? (i) ???? (ii)???? (12) A GRADE ESSAY SKILLS – “ PEAE” BY TOM LAW Email:[email protected]com. hk EXAMPLE 5 A jewelry company is considering the use of financial incentives and job enrichment to enhance the job performance of its (I) sales people (ii) jewelry designers Evaluate the effectiveness of using financial incentives to enhance the job performance of these two types of employees (12) ?????????????????????? (I) ???? (ii) ? ???? ??????????????????????? (12) A GRADE ESSAY SKILLS – “ PEAE” BY TOM LAW Email:[email protected]com. k ???? ?? ??? PEAE LIST/?? ? P+E DISCUSS/?? ?? P+E+A ELABORATE/? ?? ? P+E+A EXPLAIN/?? ?? P+E+A DESCRIBE/?? ?? P+E+A ILLUSTRATE WITH EXAMPLES/? ??? ?? P+E+A ANALYSE/?? ??? P+E+A+E EVALUATE/? ? ??? P+E+A+E A GRADE ESSAY SKILLS – “ PEAE” BY TOM LAW Email:[email protected]com. hk PEAE Point Elaboration Application Evaluation A GRADE ESSAY SKILLS – “ PEAE” BY TOM LAW Email:[email protected]com. hk PEAE P:??????????? E:????????????? +?????? ????? A:?????????? E:?????? (??? /???? ) A GRADE ESSAY SKILLS – “ PEAE” BY TOM LAW Email:[email protected]com. hk ???? ?? ?? PEAE LIST/?? ? P+E DISCUSS/?? ?? P+E+A ELABORATE/? ?? ? P+E+A EXPLAIN/?? ?? P+E+A DESCRIBE/?? ?? P+E+A ILLUSTRATE WITH EXAMPLES/? ??? ?? P+E+A ANALYSE/?? ??? P+E+A+E EVALUATE/? ? ??? P+E+A+E A GRADE ESSAY SKILLS – “ PEAE” BY TOM LAW Email:[email protected]com. hk EXAMPLE 5 A jewelry company is considering the use of financial incentives and job enrichment to enhance the job performance of its (I) sales people (ii) jewelry designers a) Evaluate the effectiveness of using financial incentives to enhance the job performance of these two types of employees (12) ????????????????????? (I) ???? (ii) ????? a) ??????????????????????? (12) • 12 marks= 4 points POINT More effective in enhancing the job performance of sales people /????????????????? ELABORATION Sales performance is more measurable/??????????? APPLICATION Higher sales figures imply better sales performance/????????????????? EVALUATION why not applicable to jewelry designers/??????????????? the idea of fashion, dignity or beauty is quite abstract and subjective. There are no standards or guidelines to tell exactly what it should be. ??? ???????????????? ????????????????? A GRADE ESSAY SKILLS – “ PEAE” BY TOM LAW Email:[email protected]com. hk EXAMPLE 5 A jewelry company is considering the use of financial incentives and job enrichment to enhance the job performance of its (I) sales people (ii) jewelry designers a) Evaluate the effectiveness of using financial incentives to enhance the job performance of these two types of employees (12) ?????????????????????? (I) ???? (ii) ????? a) ??????????????????????? (12) The use of financial incentives are more effective in enhancing the job performance of sales people than jewelry designers.

For sales people, sales performance is more measurable and therefore easier to link with financial incentives. For example, financial incentives can usually be performed by solely considering the sales figures. Higher sales figures imply better sales performance and financial incentives should be distributed to those who perform well. But for jewelry designers, the job of them is difficult to quantify and therefore difficult to link financial incentives with performance. For example, the idea of fashion, dignity or beauty is quite abstract and subjective. There are no standards or guidelines to tell exactly what should be.

Even though the sales figure of the new design is optimistic, it may not be the result of the marvelous design but may be thehard workof salespersons. Numerical data can not fully show the value of work done by the designers. Thus, financial incentive is impractical. ?????????????????????? ?????? ,??????????? ,??????????????? ??? ,???????????? ?????? ????????????????? ,?????????? ??????????????? ?,?????????? ????? ???????????????? ???????????????? ?,????? ,????????????? ????????????? ,????????????? ,? ???????????? ???????????????????? ,?? ,??????????? SAMPLE ESSAY ?? EMAIL:[email protected]com. hk TOM LAW