

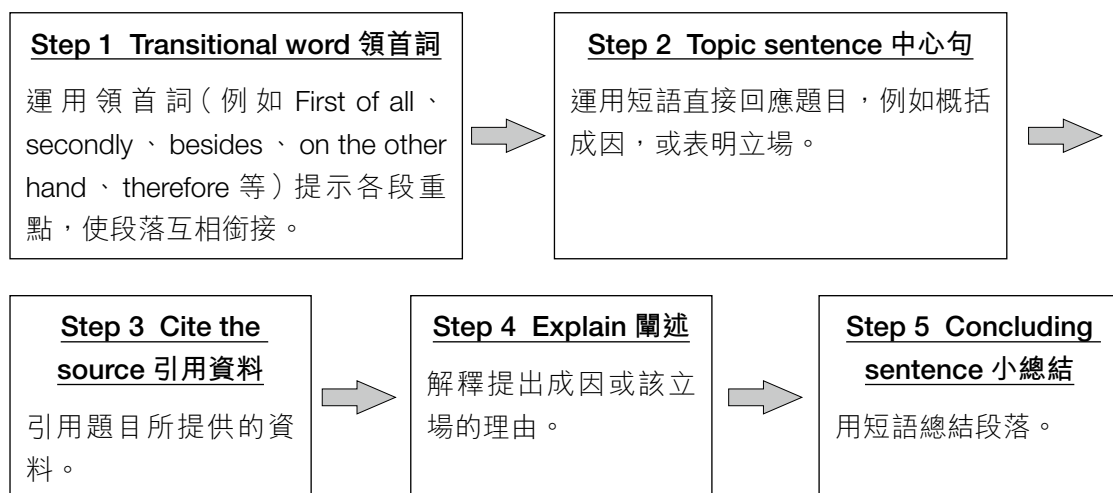
Hints for Essay-type

Questions

短文式題目攻略

2017年6月，香港考試及評核局（HKEAA）就經濟科的資料回應題（Data response questions）考核模式作出了修訂建議，建議每道題目的其中一道分題必須為佔12分（其中2分為有效傳意評分）的短文式題目，要求考生以短文形式作答，而評分準則包括引用合適的資料、應用恰當的經濟理論、針對性回應題目、具邏輯及清晰的表達能力等。

回答短文式題目時，一般可依循以下流程作答：



作答時，必須注意以下事項：

宜	忌
✓ 包含中心句，而且分段明確，表達清晰。	✗ 篇幅過於簡短，組織鬆散，內容含糊不清。
✓ 針對性回應題目。	✗ 答非所問。
✓ 適當引用題目所提供的資料。	✗ 沒有引用題目所提供的資料。
✓ 恰當地應用經濟知識，直接回應題目。	✗ 死記硬背，未能靈活運用所學的經濟知識。

Communicating with Data

資料解讀實戰室

資料回應題的資料一般可分為三大類型：

	例子
文字	新聞剪輯、新聞公佈、網頁資料、文字廣告、網誌、政府報告
數據	統計圖表、經濟數據
圖像	海報、相片、漫畫

類型 1 文字資料：深入分析資料，把內容概念化

資料回應題經常以「新聞剪輯」及「網頁資料」作為資料之一，內容大多直接易明，但須注意以下重點，特別要避免抄寫資料：

示例 1 新聞剪輯

Source A

Online shopping has become popular and this is a worldwide phenomenon. The stock prices of Amazon.com Inc. (亞馬遜公司) and Alibaba Group (阿里巴巴集團) show us how much the world has changed in recent years. An economist states that although online shopping is more convenient for consumers, it actually risks the employment of workers in traditional supermarkets.

找出全文重點：網上購物興起可能令超級市場的員工失去工作。

(Source: Adapted from various newspapers.)

解讀秘訣

留意關鍵詞，認清題目的考問重點。



運用經濟概念分析新聞內容。



回應考題，避免純粹抄寫資料。

Q

Refer to Source A. **WITHOUT** using a diagram, explain why the economist's view is correct. (4 marks)

留意題目毋須運用圖表作答。

A

- Online shopping and traditional supermarkets are substitutes. 1
- The rise of online shopping will reduce the demand for supermarkets. 1
- The demand for workers in supermarkets will decrease as it is a derived demand. 1
- The employment of workers in supermarkets will decrease. 1

針對性地回應考題，運用衍生需求的概念解釋超級市場員工的就業如何受影響。

示例 2 網頁資料

Source B The manifesto (政綱) suggested by Chief Executive Carrie Lam (林鄭月娥) during the 2017 Chief Executive election

Education requires dedication and sincerity. Money alone cannot solve the problems faced by the education sector. Yet, undoubtedly, some problems urgently call for additional resources. I therefore propose to immediately increase recurrent expenditure on education by HK\$5 billion a year.

找出全文重點：政府建議增加在教育方面的開支。

(Source: Campaign Office of Carrie Lam website, https://www.carrielam2017.hk/media/my/2017/01/Manifesto_e_v2.pdf)

解語秘訣

留意關鍵詞，認清題目的考問重點。



運用經濟概念分析網頁資料。

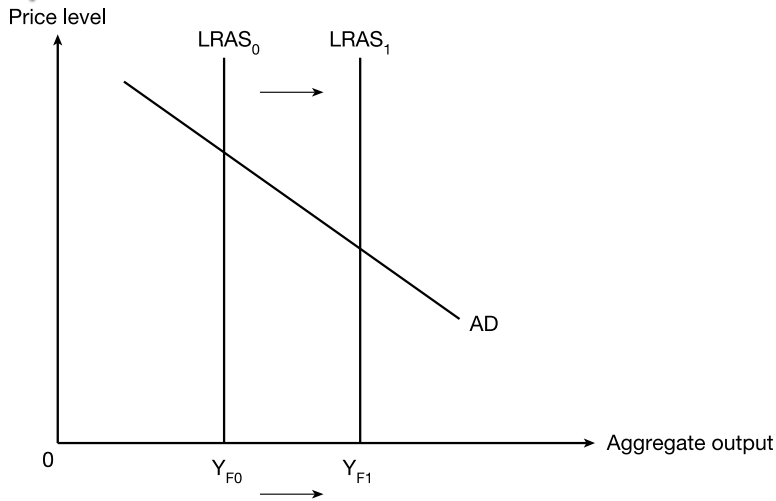


回應考題，避免純粹抄寫資料。

Q

With the aid of an aggregate-supply-aggregate-demand diagram, explain how the government policy mentioned in Source B would affect Hong Kong's aggregate output in the long run. (5 marks)

留意題目是問及「長期」而非「短期」總產出的變動。

A

以「長短期生產」的經濟概念分析文字資料，並得出長期總供應上升的結論。

Indicate in the diagram

- The SRAS curve shifts to the right. 1
- $Y \uparrow$ 1

Verbal elaboration

- Increasing the subsidy on education tends to increase productivity (as labour will have higher education levels). 1
- The long-run aggregate supply will increase. 1
- The aggregate output will increase in the long run. 1

回應題目考問「長期總產出的變動」，指出在長期，增加教育開支會導致總產出「上升」。



UNIQLO and GU

Related concepts:	Monopolistic competition, functions of money, lateral expansion, economies of scale, depreciation
Total marks:	25 marks
Suggested time:	40 minutes



參考資料

Source A A statement about UNIQLO

UNIQLO Brand Message

UNIQLO is a modern Japanese company that inspires the world to dress casual.

Mission and Vision

We provide quality, basic casual clothes at affordable prices. Our clothing is fashionable and suitable for anyone, anywhere and anytime.

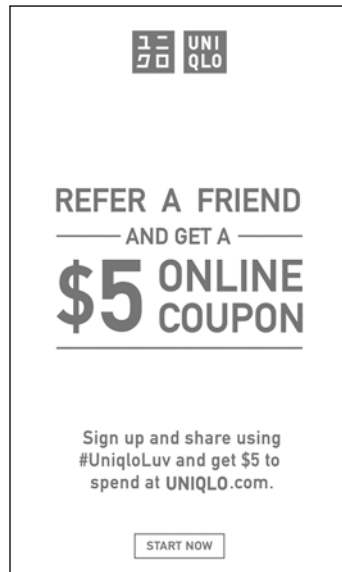
To achieve this goal, we commit ourselves to a management model that controls costs while streamlining production schedules and minimizing retail prices.

We provide customers with the highest quality service by meeting their demands and offering service that exceeds their expectations.

We provide a pleasant working environment in which our employees around the world can produce innovative results as a team.

Our aim is to become the world's Number 1 casual apparel brand.

(Source: Fast Retailing Co., Ltd. website, <https://www.fastretailing.com>)

Source B Cash coupon**Source C** Interview with the CEO of Fast Retailing Co., Ltd. (the parent company of UNIQLO)**GU: Our Second Pillar Brand**

In October 2006, when we opened the first GU store, we never imagined the brand would become such a fast-growing, profitable business. The key to GU's success is its ability to instantly commercialise the latest popular trends into fun fashion items at amazingly low prices.

The GU and UNIQLO concepts are very different. The two brands complement, rather than cannibalise, each other. In fact, neighboring UNIQLO and GU stores tend to generate strong sales thanks to valuable synergies. Customers are really good at mixing and matching the two brands, selecting, for example, a plain merino sweater from UNIQLO's bountiful color range, and coordinating it with a lace-patterned blouse from GU. I think we need more UNIQLO and GU stores located next to each other.

(Source: Fast Retailing Co., Ltd. website, <http://www.fastretailing.com/eng/ir/direction/interview.html>)

Source D The changes in the exchange rate between the Hong Kong dollar and the Japanese Yen

Date	1 Hong Kong dollar equals
1/5/2016	13.1 Yen
1/5/2017	14.3 Yen

實戰題

- (a) In the market of casual clothes in Hong Kong, UNIQLO is a popular brand. What is the market structure of casual clothes in Hong Kong? Explain with **TWO** features of this market structure. (3 marks)
- (b) Define money. With reference to Source B, is the cash coupon issued by UNIQLO money? Explain with **ONE** function of money. (3 marks)

For part (c), students are required to present their answer in essay form. Criteria for marking will include use of sources and economic theories, relevant content, logical presentation and clarity of expression.

- (c) Refer to Source C, Fast Retailing Co., Ltd. is the parent company of UNIQLO. What type of expansion does Fast Retailing Co., Ltd. engage when GU is launched together with UNIQLO? Provide **THREE** reasons how the company can benefit from such expansion in terms of average production cost. Do you agree with the CEO's decision of neighboring UNIQLO and GU stores? (12 marks)
- (d) Suppose the prices of UNIQLO and GU clothes imported from Japan (in terms of the Yen) remain unchanged. With the aid of Figure 1, explain why the exchange rate changes in Source D would lead to an increase in the total value (in terms of the Yen) of Japanese clothes exported to Hong Kong. (7 marks)

解題攻略

留意題目問及以日圓而非港元計算的 total value 改變。

題解指引

Question 1 HK Electric

- (a) It is a monopoly 1
 as HK Electric is the only electricity provider 1
 for commercial and residential customers on Hong Kong Island 1
 and Lamma Island. 1
- (b) HK Electric can be served as an example of natural monopoly. 1
 The huge entry cost and heavy initial investment are fixed costs. 1
 The company can enjoy internal economies of scale 1
 because the average cost falls as output increases. 1
 The firm with the lowest average cost is able to force other firms 1
 out of the market and become the only provider by reducing its 1
 selling price. 1
- (c) Marks award for effective communication (EC: max 2)

答案分析

能夠根據電力供應行業
的特徵解釋答案。

Marks	Performance
2	Supports arguments with the source/data and appropriate economic theories. Presents relevant material. Presents well-organised and coherent answers without repetition of ideas. Uses language that expresses ideas clearly and fluently.
1	Presents arguments with some support of the source/data and economic theories. Present some irrelevant material. Presents answers in a less organised way with some repetition. Uses language that conveys a clear message with some inappropriate use of words/terms/symbols
0	Presents arguments with no support of the source/data and economic theories. Presents material unrelated to the gist of the question. Presents inconsistent arguments. Express limited ideas with inappropriate use of words/terms/symbols

The maximum marks for content is 10 marks. Answers may include the following:

The production cost of electricity:

According to the extract of the report, the increase in electricity tariff is caused by a higher proportion of natural gas which is used to replace coal for electricity generation. This implies that the electricity production cost of using natural gas is higher than that of using fossil fuel.