**Review for BA 1301 sec 3 Test 2**

Describe the nature of management and identify the four basic functions that constitute the management process.

Identify different types of managers likely to be found in an organization by level and area.

Describe the basic roles and skills required of managers.

Explain the importance of strategic management and effective goal setting in organizational success.

What is a swot analysis and when do you perform one?

What is corporate culture?

What is a mission statement and what does it do?

Know the different type of skills managers utilize

What does authority and delegation mean and who performs this task?

What is organizational structure?

What does Tall, flat, short and broad mean in relation to organizational structure?

Know and understand the terms departmentalization, specialization, controlling, leadership and directing

Know the different types of organizational structures.

Know what job specification, job analysis and job description are and the differences among them.

Know the definitions of and the differences among demographic variables, geographic variables, psychographic variables

Understand market Segmentation, Targeting, and Positioning

What is market research?

What is consumer Behavior?