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Final test: August 2020

UNIT 3 MARKETING

- The role of marketing
- Concepts of niche marketing and niche marketing
- Market changes and market segmentation
- Market research and methods used
- Presentations of market results (graphs used to present information)
- Marketing Mix: Product; Place – distribution channels; Price; Promotion and Technology

UNIT 4 OPERATIONS MANAGEMENT

- Production of goods and services: production, methods of production, how has technology changed the methods of production.
- Classification of costs, use and interpretation of break even analyses
- Economies and diseconomies of scale.
- Why quality is important
- Factors influencing location decisions of a business

UNIT 5 FINANCIAL INFORMATION AND DECISIONS

- The needs for business finance
- The main sources of capital
- Cash flow and working capital
- Income statements. Why profit is important
- Balance sheets. Main elements. How to interpret balance sheets
- Liquidity
- Why and how accounts are used.