Study GUIDE  
Exam #2 covers chapters 6,7,8,9,11 and 12 (skip ch. 10)  
  
Chapter 6

* Define entrepreneur
* How do entrepreneurs differ from small business owners?
* What are the three categories of entrepreneurs?
* Why do people choose entrepreneurship as a career (four main reasons)?
* What is a lifestyle entrepreneur?
* How has globalization created opportunities for entrepreneurs?
* What educational opportunities are there for entrepreneurs?
* What is meant by vision?
* What characteristics of entrepreneurs are important?
* How do entrepreneurs deal with failure? Locus of control?
* How should an entrepreneur choose a new business/venture idea?
* What is seed capital?
* Explain the difference in debt vs. equity financing
* Define and provide examples (look up) of intrapreneurship
* Who are angel investors?

Chapter 7

* Define management and the three levels of management (structure)
* What are the four functions of managers? Explain and provide an example for each
* What is vision?
* Define a company’s mission statement – and its purpose
* What would a SWOT analysis be used for?
* What is a SWOT analysis?
* Explain the decision making process/steps
* What are objectives?
* Define and provide examples of corporate culture? Why is it important?
* What are different types of departmentalization? Which is most common?
* Understand how companies departmentalize and break why work is broken into smaller units
* Explain why delegation and employee empowerment is important
* What are the three main types of leadership styles, and which is best?
* What are different types of strategies?

Chapter 8

* What functions do Human Resource managers perform?
* What do HR managers do and what are their overall objectives?
* What are some recruiting techniques used by HR managers? Which are the most popular?
* What is the EEOC and what is its function?
* What would a new employee orientation look like?
* What would a company’s training program look like and what would be the objective of a training program? What opportunities does a training program provide?
* Why are performance appraisals important? What are some types of performance appraisals?
* What is the criteria of an effective performance appraisal?
* What is the difference between wages, salaries, incentive pay systems, and benefits?
* What is a flexible benefit plan?
* What are four types of flexible work plans? What are the advantages and disadvantages of each? How do they work?
* Discuss employee separation – and voluntary and involuntary turnover
* On what five factors are compensation policies usually based?
* What is on-the-job training?
* What are three employee benefits required by law?
* What are some reasons an employee might be terminated?
* What are some different methods for motivating employees?
* What is goal setting theory? What is expectancy theory?
* What is Maslow’s hierarchy of needs and how do they relate to employee motivation?
* ***There will be no questions on labor unions***

Chapter 9

* What is empowerment and how can a manager empower new employees?
* What is an ESOP and how does it work?
* What are five basic types of teams?
* What is a team?
* What is the difference between team level and team diversity?
* How do teams progress through the stages of team development?
* What is team cohesiveness? What are norms?
* Why is effective communication important?
* What are four common listening behaviors?
* What is the difference between formal and informal communication?
* What is external communication? Crisis management?

Chapter 11 (we will skip chapter 10)

* Define marketing
* What are the three ways marketing creates utility?
* What is the marketing concept and how is it tied to the relationship and social eras of marketing?
* How and why do nonprofits engage in marketing?
* What are the types of nontraditional marketing used by not-for-profit organizations?
* What is the distinction between business products and consumer products?
* What’s the difference between psychographic and demographic segmentation?
* What are the steps in developing a marketing strategy?
* Distinguish between primary and secondary data
* What is data mining?
* What are the ways consumer markets can be divided (four criteria)?
* What are some product-related variables?
* What is the most common form of segmentation?
* Define consumer behavior and some of its determinants
* What is customer lifetime value?
* What is a marketing mix?
* What is the difference between a B2B and B2C product t?
* What is big data?

Chapter 12

* What is the difference between convenience goods, shopping products and specialty products?
* What are business goods? Provide examples.
* What’s the difference between a product line and a product mix?
* Describe the stages of the product life cycle.
* How would marketing strategies change with regard to the PLC?
* What are the stages of new product development?
* Why are new products developed?
* What is a brand name? Provide examples.
* What is a trademark? Why is it important?
* What are the main brand categories?
* What is the difference between brand awareness, loyalty and insistence?
* How does a company value brand equity?
* Why has packaging and labeling become increasingly important?
* What are some ways for a company to distribute its product? Why is choosing the right distribution important?
* What is the role of a retailer? Wholesaler?
* What are some types of retail stores? (You should know this as a consumer.)
* What is distribution intensity?
* What is a firm’s supply chain?