Clear Subject 14, ok? - chapter 14 won't be on the test).		Study Guide Exam #3 covers chapters 11-17		Review this study guide for the important concepts. About 80% of what is on this guide will be on the test.
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	Discuss personal and nonpersonal selling.
	Compare the components of the promotional mix and its advantages/disadvantages
	What is product placement?
	What is guerrilla marketing and how is it used?
	What is the definition of advertising?
	What is possessive advertising?
	What is persuasive advertising? What is reminder-oriented advertising?
	What are some types of advertising media?
	Discuss forms of sales promotion
	What is personal selling? When is it employed?
	What is public relations?
	What are some of the objectives of a firm's pricing strategy?
Chapter	15
	What is accounting?
	What is a public accountant?
	Who uses accounting information?
	What's a CPA?
	What does a forensic accountant do? (Read "Hit and Miss" Box.)
	What is the role of a management accountant?
	What is GAAP? What is FASB?
	What is the accounting equation?
	What is the role of financial statements?
	What are the four financial statements?
	Balance Sheet
	Income Statement
	Statement of Owner's Equity
	Statement of Cash Flows
	What is a liquidity ratio? Net profit margin? Receivables turnover?
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