

MGMT 3000 Spring 2013  
Exam 1 Review Notes / Study Guide

The exam will be a combination of 40 multiple choice and true/false questions.

Exam 1 will cover the following material:

[Full List of Random Names, Numbers, Dates, etc. that we most likely need to know \(because this is what the test is pretty much going to be\) \(Tests on random stuff mostly, not key points\)](#)

Please add to this list!

- Data- The correct info is 7910 Exabytes. 1 exabyte = 1 billion gigabytes. 3 times more bits than stars in the universe.
- A Yotta is 1000 trillion = a number with 24 zeroes
- Thomas Friedman - "The World is Flat", Lexus and the Olive Tree
- BRIC countries - Brazil, Russia, India, China
- 3 skills managers need:
  - = Technical, Interpersonal, Conceptual
- US Interest Rate = .25 (low risk, low return)
- Russia Interest Rate = 8.25 (high risk, high return)
- Strategic Planning: 1 - 10 years
- Intermediate Planning: 6 months - 2 years
- Operational Planning: 1 week - 1 year
- Prime Rates: lowest interest rate can be for commercial loan
  - = U.S. = 3.25%, Japan = 1.2%, Russia: 7.75% ← not sure about the Ruskiies

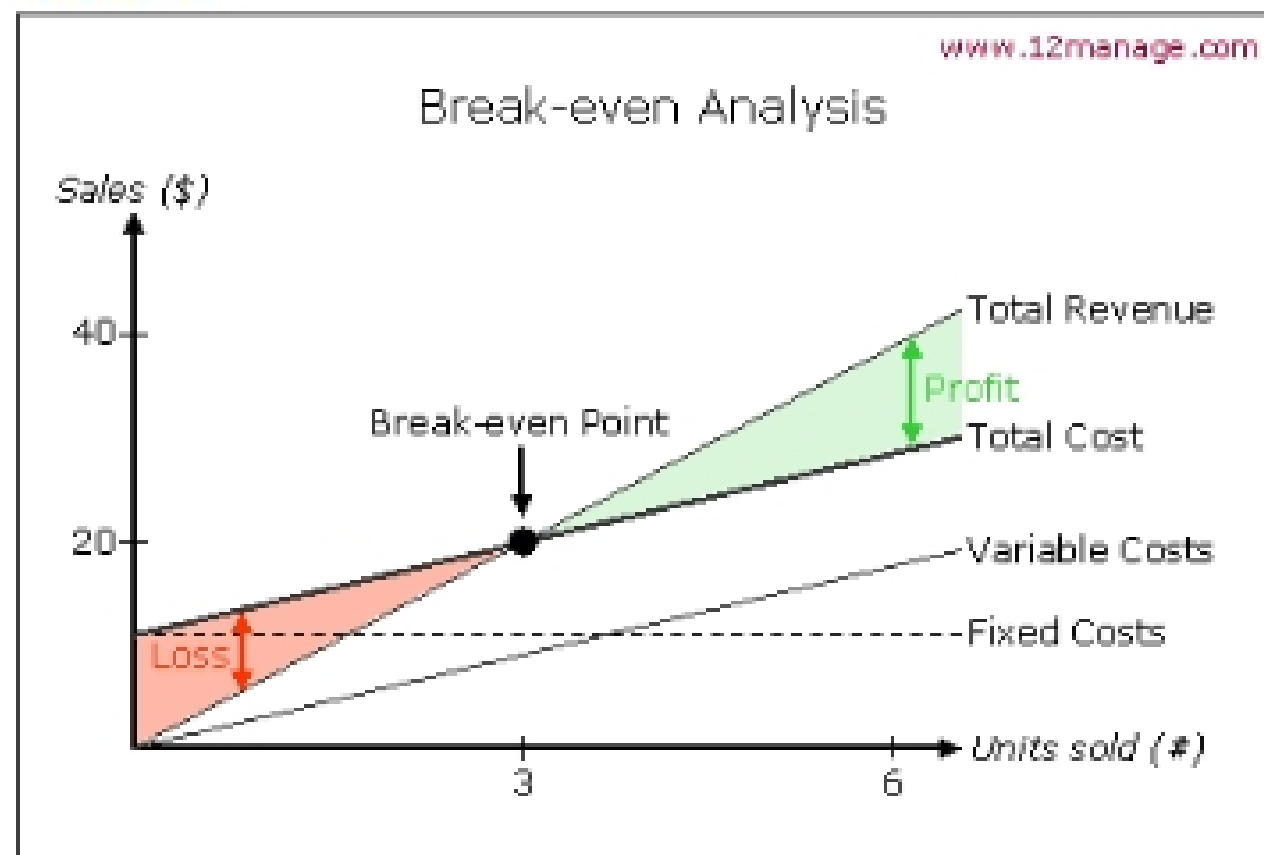
Frappuccino			Tazo Tea® and other favorites		
<b>BLENDED COFFEE</b>			<b>TEA LATTE</b>		
Caramel/Caramel Light			Chai Tea Latte		
TALL 3.25	GRAND 3.75	VENTI 4.25	TALL 2.75	GRAND 3.25	VENTI 3.50
307 ml cal.	407 ml cal.	500 ml cal.	213 cal.	258 cal.	303 cal.
Mocha/Mocha Light			Green Tea Latte		
TALL 3.25	GRAND 3.75	VENTI 4.25	TALL 2.75	GRAND 3.25	VENTI 3.50
310 ml cal.	407 ml cal.	500 ml cal.	173 cal.	228 cal.	273 cal.
Coffee/Coffee Light			AVAILABLE HOT OR OVER ICE		
TALL 3.25	GRAND 3.75	VENTI 4.25	<b>BREWED HOT TEA</b>		
307 ml cal.	407 ml cal.	500 ml cal.	<b>GREEN TEA</b> 50% CALORIES 0% SUGAR		
Java Chip			<b>BLACK TEA</b> 50% CALORIES 0% SUGAR		
TALL 3.25	GRAND 3.75	VENTI 4.25	<b>HERBAL TEA</b> 50% CALORIES 0% SUGAR		
310 ml cal.	410 ml cal.	500 ml cal.	TALL 1.50 GRAND 1.75 VENTI 1.75		
White Chocolate Mocha			1 cal. 1 cal. 1 cal.		
TALL 3.25	GRAND 3.75	VENTI 4.25	<b>Coffee</b>		
311 ml cal.	410 ml cal.	500 ml cal.	<b>Hot Brewed Coffee</b>		
Peppermint Mocha			TALL 1.50 GRAND 1.50 VENTI 1.75		
TALL 3.25	GRAND 3.75	VENTI 4.25	1 cal. 1 cal. 1 cal.		
310 ml cal.	410 ml cal.	500 ml cal.	<b>Iced Brewed Coffee</b>		
<b>LIGHTER OPTIONS</b>			TALL 1.50 GRAND 1.50 VENTI 1.50		
+ 50% MORE MILK			<b>Iced Brewed Coffee with Leche</b>		
+ 10% MORE FINE VANILLA AND SWEETENERS			TALL 1.50 GRAND 1.50 VENTI 1.50		
+ 50% MORE WHIPPED CREAM (on top)			15 cal. 15 cal. 15 cal.		
+ TRY A PEPPERMINT LIGHTER BLEND COFFEE					
			<b>CLASSICS</b>		
			<b>Hot Chocolate</b>		
			TALL 2.25 GRAND 2.50 VENTI 2.50		
			250 cal. 300 cal. 350 cal.		
			<b>Vanilla Crème</b>		
			TALL 2.25 GRAND 2.50 VENTI 2.50		
			250 cal. 300 cal. 350 cal.		
			<b>Caramel Apple Cider</b>		
			TALL 2.25 GRAND 2.75 VENTI 2.95		
			275 cal. 375 cal. 400 cal.		
			<b>Kids Drinks</b>		
			1.50 0% FAT		
			See nutrition factsheet		

\*asked prices last semester

- Russia's President: Vladimir Putin
- Russia's Prime Minister: Dmitry Medvedev
- Starbucks mission statement: "Our mission: to inspire and nurture the human spirit - one person, one cup, and one neighborhood at a time."
  - = CEO: Howard Schultz
  - = At least 171 Starbucks stores are in Manhattan.
  - = "Don't stand in front of a revolving door in Manhattan during the lunch time because you'll get knocked up by a

busy man with a starbucks cup of coffee" - Dr. Pirkle -

- Chick-fil a: "Be America's Best Quick-Serve Restaurant"
- The moon is 238,857 miles away from Earth. <- heard this is first question on exam
- Google: purchased motorola for 12.5 B, \$78 million in profit in 2010, but negative equity of 1.75 Billion
  - = Google's mission statement: "Organize the world's information and make it universally accessible and useful"
- Amazon CEO: Jeff Bezos
- Objectives are typically quantifiable goals
  - = Strategies are like road maps. They are the ways by which you will achieve the objectives.
- Fortune 500 Data (The following is based off of 2011 data, which is what I think he said in class, not 2012...can anyone agree that that's true??) <-
  - = Most profitable company: US - Exxon Mobil; World: Gazprom, Exxon Mobil
  - = Walmart (largest corporation, not most profitable) revenue: 421.8 B
    - 2.1 million employees
  - = Target's revenue: 87.4 B
  - = Coca-Cola (Beverage leader) revenue: 35.1 B
  - = PepsiCo (Food & Consumer Products leader) revenue: 57.8 B
  - = Walt Disney revenue (entertainment leader) revenue: 38.1 B
  - = Amazon.com (internet leader) revenue: 34.2 B
  - = Google revenue: 29.3 B
  - = Toyota is the number 1 auto manufacturer globally
  - = ^^ do we have to know their exact revenues? - yep
- Types of charts / graphics
  - = Flow charts
  - = Gantt charts
  - = PERT networks
- Important! → on the graph with output (units) [x-axis] and sales (\$) [y-axis]:
  - = Need to know which line is the sales line and which one is the cost line
  - = Where the break even point is
  - = Net gain vs. Net loss areas
  - = Fixed cost line



- Break even point (BEP) formula
  - =  $BEP = (FC + profit) / (P-VC)$ 
    - Note: profit might not always exist, so the formula could also be  $(FC) / (P-VC)$
- ZipCar Savings

- = If you make 30 trips a month for 2 hours a day, you will spend only \$4,284 a year, compared to over \$9,600 if you own your own car. 21 yrs. old to rent ZipCar.
- Avg price of a house in Detroit = \$7,200
- Toll Brothers
  - = 2005: \$806.1 million Revenue, 8,000 homes per year; 4,655 employees (21 states)
  - = 2009: 2,450 homes; 2,068 employees (Survived!)
  - = Average revenue per house: \$90,000
  - = Revenues grew 300% from 1982-1987
  - = IPO in 1988
  - = Sold minority stake for \$40 million
  - = 1989-1992 housing slump: 1st time in history that net income declined
  - = Home prices falling in 2008: Toll Brothers' stock was down 2/3rds from its peak in 2005.
  - = Sales contracts were down 49% from 2007 and 76% from 2005
  - = By 2009, house prices had fallen by 1/3rd from their peak, nationwide
- Chery Automobile (whoever put the bolds here, are they bolded for a reason?)
  - = President = Yin Tongyao
  - = Founded in 1997
  - = By 2006, they are the 4th largest passenger car company
  - = 7.2% market share with sales of 303,000 vehicles
  - = 2007: 18 chinese manufacturers
  - = Exported 50,000 vehicles in 2006
  - = 23,000 employees and hiring hundreds monthly
  - = 2007 assets of 22 billion RMB (2.8 billion USD)
  - = 2007 net profit of 1 billion RMB
  - = Chrysler LLC:
    - One of the big three founded in 1925
    - 1998: Sold to Daimler-Benz for 38 Billion USD
    - 76% of 2006 US Sales were from pickups, minivans, SUV's
    - 2007: Sold 80% to private equity firm and turnaround specialist Cerberus Capital Management for 7.4 Billion USD
    - Comparable competitors' lineups
      - 60% at GM
      - 62% at Ford
      - 43% at Toyota
  - = 2007 Chery Amulet Crash Test
    - 1.7/16 points - absolutely horrible "cars made out of newspaper"
  - = Only 2-100% Chinese-owned brands
    - Chery and Geely Automotive
    - Geely had >30% of market share
  - = Tata Motors, India's largest and 1st to build passenger cars
    - 2007 sales of 7.2 Billion USD
- There is also information we need to know about the current event articles and their respective links below.

### Rest of the Study Guide

<http://onlineathens.com/local-news/2013-01-15/caterpillar-start-hiring-assembly-floor-workers>

- Caterpillar (CAT) - Opening a new plant in Athens
- CAT - fill 30 positions in coming weeks (pay between \$11-\$20/hour)
- This first round of employees tends to be important because they become leaders
- 300 employees by end of year / 1400 positions over the next 5 years