**Unit 3 Management Activities: Rapid Revision**

Ainm:

1. List the three Management Activities

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1. Write the correct form of Planning beside its definition.

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|  | This is short-term planning which breaks the strategic plan into shorter more manageable periods, generally 1-2 years which is important as it helps the business achieve the strategic plan. It is usually drawn up by middle management. |
|  | This is back-up planning to cope with emergencies/ unforeseen events and unexpected circumstances. It is important to prevent disruptions to business and thereby prevents potential loss of profits and possible business collapse. |
|  | This is long term planning covering a period of five years or more. It is usually drawn up by senior management and it outlines how the long term goals of the firm are to be achieved. Ideas are taken from the Mission Statement for them. It is important as it gives a long term picture and focus to work towards. The general outline is 5 years +. |
|  | This would involve preparing financial statements like Cash Flow Forecasts to predict the amount of income they will take in and expenditure they may have over a particular period of time. |
|  | This is the planning for the day-day running of the business, for example incorporating the annual marketing plan. |
|  | This would involve having the right people with the right skills in the right place throughout the business. It involves doing a human resource audit and estimating future human resource needs. |

1. Provide a SWOT Analysis for Starbucks below:

Definition:

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| S | W |
| O | T |

1. List the four elements of Control.

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| 1. 3.
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| 1. 4.
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1. Draw a Functional Organisational Structure below and list two benefits and two challenges.

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| Functional Organisational Structure |

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| **Benefits** | **Challenges** |
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|  |  |

1. Draw a Matrix Organisational Structure below and list two benefits and two challenges.

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| Matrix Organisational Structure |

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| **Benefits** | **Challenges** |
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1. Explain what is meant by the following terms:

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| Chain of Command: |
| Span of Control: |