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as the administrative level. They coordinate services and are keen on
planning. The top-level management is made up of the Board of
Directors, the Chief Executive Officer (CEO), the Chief Financial

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Officer (CFO) and the Chief Operating Officer (COO) or the President and the Vice President.

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Presumably management believes that the increase in volume will make up for the lower gross margin. Profit should increase as TR will Page 6/13

be higher and the sales representatives in the toy parties are to be paid on a commission-only basis anyway. The discovery of the market research that the customers are price elastic

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Top level / Administrative level. Middle level / Executory. Low level /
Supervisory / Operative / First-line managers. Managers at all these

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levels perform different functions. The role of managers at all the three levels is discussed below: LEVELS OF MANAGEMENT. Top Level of Management

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Section A Level descriptor Q1 (b) Q2 (b) Q3 (b) Marks 0 The work does not reach a standard described by the descriptors below. 1 - 2 • Little knowledge and understanding of relevant issues and business

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management tools (where applicable), techniques and theories. • Little use of business management terminology.

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