**Performance Report Analysis Assignment**

**(Refer to the text and Performance Report)**

**I. Marketing (Chapter 13)**

**A. What is the process of dividing a market into groups with similar characteristics? (10)**

**B. What is the most widely used marketing segmentation? (5)**

**C. Why is target marketing important? (10)**

**II. Pricing (Chapter 14)**

**A. How did you decide on what prices to offer for your products? (5)**

**B. What pricing objective did you use? How does the textbook describe this pricing objective?(10)**

**C. What are the 5 attributes of a good pricing objective?(10)**

**III. Financial & Accounting Information (Chapter 17)**

**A. What is the purpose of the balance sheet? (10)**

**B. How does this relate to the fundamental accounting equation?** **(10)**

**C. What is the purpose of the Income Statement?** (**10)**

**D. What is the difference between gross profit and Net Income? (10)**

**E. What is meant by the term ”bottom line” with reference to income statement?** **(10)**

**IV. Performance Report**

Analyze the performance report to describe the ending results of your activities over the past several “virtual” days. Answer the following questions:

**A. What was your Net Profit/loss Before Taxes** **(take this from the performance report)? (6)**

**B. From the daily recap on the bottom of the performance report, is business improving, declining or was there mixed results-explain?** **(6)**

**C. What were some of the adjustments that you made that improved your outcome and why did those adjustments work? Be specific.**  **(6)**

**D. What were some of the adjustments that you made that worsened your outcome ) and why did those adjustments not work? Be specific. (6)**

**E. Did you gain any insights from this simulation?** **(6)**

**Optional-Would you recommend this game to other student in BUS 101? YES/NO**

**Why**