**Planning Unit Test Review** - **Chapters 4 and 5**

1. The Planning Process
   1. 5 Steps on (113)
2. Long, Intermediate and Short Range Plans (116-117)
3. Strategic Plans (117)
4. Tactical Plans (118)
5. Functional Plans (118)
6. Policies and Procedures (118)
7. Zero-based budget (119)
8. Planning Tools and Techniques (Forecasting, Contingency Planning, Scenario Planning, Benchmarking and Use of Staff Planners) (120-123 + PowerPoint)
9. SMART Goals (124-125 + PowerPoint)
10. Strategic Management ((Sustainable)Competitive Advantage and Strategy/Strategic Intent) (138-139)
11. Mission Statements (142-143)
12. SWOT Analysis (147-148)
13. PEST Analysis (148-150)
14. Porter's Five Forces Model (151)
15. The BCG Matrix

**Vocabulary:**

1. Objectives
2. Complacency Trap
3. Operational Plans
4. Policies and Procedures
5. Budgets
6. Best Practices
7. Corporate, Business and Functional Strategy
8. Stakeholders
9. Internet Censorship
10. Divesture
11. Liquidation
12. Backward and Forward Vertical Integration
13. Strategic Alliance
14. B2B and B2C business strategy
15. Portfolio Planning