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2

The levels of management can be classified in three broad categories: Top level / Administrative level. Middle level / Executory. Low level / Supervisory / Operative / First-line managers. Managers at all these 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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The hotel management is considering extending the hotel with a new building with larger rooms and the most luxurious facilities. The prices of the larger rooms in the new building will be 50% higher than the rooms in the

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1. Top Level Management. Top-Level Management is also referred to 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 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 be higher and the sales representatives in the toy parties are to be paid on a commissiononly basis anyway. The discovery of the market research that the customers are price elastic

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