c. Impact of sales mix (provide example)____

4. Please discuss how product/service/industry life cycle is reflected in the financial statements. Address specifically such impacts as profits, cash flow, level of competitive intensity, consumer sophistication, and growth rates, and the variation which occurs by cycle segment: Emergence, Growth, Maturity, Decline.____

5. How would a major strategic initiative designed to increase market share from 40% to 75% be reflected in the financial statements. Specifically, what changes would you expect in the areas of gross margin, operating margin, return on assets, days in inventory, days in receivables?

   a. Gross margin____

   b. Operating margin____

   c. Return on assets____

   d. Inventory____

   e. Receivables____

6. Describe the concept of 'Float,' and how it is measured by financial ratios:____