

Chapter 1

Managerial Accounting and the Business Environment

Solutions to Questions

1-1 Financial accounting is concerned with reporting financial information to external parties, such as stockholders, creditors, and regulators. Managerial accounting is concerned with providing information to managers for use within the organization. Financial accounting emphasizes the financial consequences of past transactions, objectivity and verifiability, precision, and companywide performance, whereas managerial accounting emphasizes decisions affecting the future, relevance, timeliness, and segment performance. Financial accounting is mandatory for external reports and it needs to comply with rules, such as generally accepted accounting principles (GAAP) and international financial reporting standards (IFRS), whereas managerial accounting is not mandatory and it does not need to comply with externally imposed rules.

1-2 Five examples of planning activities include (1) estimating the advertising revenues for a future period, (2) estimating the total expenses for a future period, including the salaries of all actors, news reporters, and sportscasters, (3) planning how many new television shows to introduce to the market, (4) planning each television show's designated broadcast time slot, and (5) planning the network's advertising activities and expenditures.

Five examples of controlling activities include (1) comparing the actual number of viewers for each show to its viewership projections, (2) comparing the actual costs of producing a made-for-television movie to its budget, (3) comparing the revenues earned from broadcasting a sporting event to the costs incurred to broadcast that event, (4) comparing the actual costs of running a production studio to the budget, and (5) comparing the actual cost

of providing global, on-location news coverage to the budget.

1-3 The quantitative analysis would focus on determining the potential cost savings from buying the part rather than making it. The qualitative analysis would focus on broader issues such as strategy, risks, and corporate social responsibility. For example, if the part is critical to the organization's strategy, it may continue making the part regardless of any potential cost savings from outsourcing. If the overseas supplier might create quality control problems that could threaten the end consumers' welfare, then the risks of outsourcing may swamp any cost savings. Finally, from a social responsibility standpoint, a company may decide against outsourcing if it would result in layoffs at its domestic manufacturing facility.

1-4 Companies prepare budgets to translate plans into formal quantitative terms. Budgets are used for various purposes, such as forcing managers to plan ahead, allocating resources across departments, coordinating activities across departments, establishing goals that motivate people, and evaluating and rewarding employees. These various purposes often conflict with one another, which makes budgeting one of management's most challenging activities.

1-5 The three broad categories of customer value propositions are—*customer intimacy*, *operational excellence*, and *product leadership*. Companies adopting a *customer intimacy* proposition are in essence saying to their target customers, "You should choose us because we understand and respond to your individual needs better than our competitors." The Four

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Table of Contents Key Manual Managerial Accounting 14th Edition Garrison

1. Understanding the eBook Key Manual Managerial Accounting 14th Edition Garrison
 - The Rise of Digital Reading Key Manual Managerial Accounting 14th Edition Garrison
 - Advantages of eBooks Over Traditional Books
2. Identifying Key Manual Managerial Accounting 14th Edition Garrison
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Key Manual Managerial Accounting 14th Edition Garrison
 - User-Friendly Interface
4. Exploring eBook Recommendations from Key Manual Managerial Accounting 14th Edition Garrison
 - Personalized Recommendations
 - Key Manual Managerial Accounting 14th Edition Garrison User Reviews and Ratings
 - Key Manual Managerial Accounting 14th Edition Garrison and Bestseller Lists

5. Accessing Key Manual Managerial Accounting 14th Edition Garrison Free and Paid eBooks
 - Key Manual Managerial Accounting 14th Edition Garrison Public Domain eBooks
 - Key Manual Managerial Accounting 14th Edition Garrison eBook Subscription Services
 - Key Manual Managerial Accounting 14th Edition Garrison Budget-Friendly Options
6. Navigating Key Manual Managerial Accounting 14th Edition Garrison eBook Formats
 - ePub, PDF, MOBI, and More
 - Key Manual Managerial Accounting 14th Edition Garrison Compatibility with Devices
 - Key Manual Managerial Accounting 14th Edition Garrison Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Key Manual Managerial Accounting 14th Edition Garrison
 - Highlighting and Note-Taking Key Manual Managerial Accounting 14th Edition Garrison
 - Interactive Elements Key Manual Managerial Accounting 14th Edition Garrison
8. Staying Engaged with Key Manual Managerial Accounting 14th Edition Garrison
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Key Manual Managerial Accounting 14th Edition Garrison
9. Balancing eBooks and Physical Books Key Manual Managerial Accounting 14th Edition Garrison
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Key Manual Managerial Accounting 14th Edition Garrison
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Key Manual Managerial Accounting 14th Edition Garrison
 - Setting Reading Goals Key Manual Managerial Accounting 14th Edition Garrison
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Key Manual Managerial Accounting 14th Edition Garrison
 - Fact-Checking eBook Content of Key Manual Managerial Accounting 14th Edition Garrison
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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