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**Question Paper Code : 51002**

M.B.A. DEGREE EXAMINATION, JUNE 2011.

Second Semester

571215 — APPLIED OPERATIONS RESEARCH FOR MANAGEMENT

(Regulation 2010)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. List the applications of OR in functional areas of Management.
2. When can the dual simplex method be applied?
3. What is meant by degeneracy in a transportation model?
4. What is an unbalanced case in an assignment model?
5. What is a mixed integer programming problem?
6. Define saddle point.
7. What is a quantity discount model?
8. Which criteria in decision making under risk deals with maximizing profits?
9. List the applications of queuing theory.
10. What is the significance of 'r' in a replacement model?

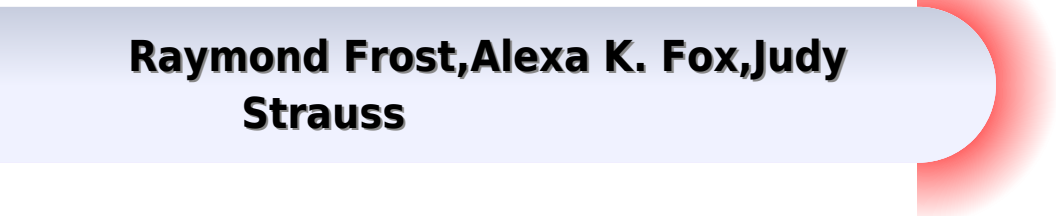
PART B — (5 × 16 = 80 marks)

11. (a) A company produces 2 types of hats A and B. Every hat B requires twice as much labour time as hat A. The company can produce a total of 500 hats a day. The market limits daily sales of the A and B to 150 and 250 hats respectively. The profits on hats A and B are Rs. 8 and Rs. 5 respectively. Solve for an optimal solution.

Or

# June 2011 Question Paper Iab

**Raymond Frost,Alexa K. Fox,Judy  
Strauss**



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**Computerised Book-Keeping** Peter Marshall, 2011-06-01 This book is suitable for those preparing for the examinations of ICB AAT IAB OCR AQA and all other courses in computerised accounting Learning computerised book keeping skills is very different from manual accounting It can seem more like learning computer studies than book keeping and it is often difficult to connect it with what may have been previously learned in manual book keeping In this book Dr Marshall resolves this problem with the same skill and insight that made his book on manual book keeping Mastering Book keeping so useful to readers over the years Deliberately constructing a clear and continuous bridge between the methods so that the student never loses sight of the double entry concept he presents the material in a way that makes computerised book keeping clear and easy to understand *Sport Public Relations* G. Clayton Stoldt, Stephen W. Dittmore, Mike Ross, Scott E. Branstetter, 2021

The text provides students and professionals with an understanding of all aspects of sport public relations framing its discussion in terms of a managerial and proactive approach to PR **Digital Transformation Management for Agile Organizations** Stefano Bresciani, Alberto Ferraris, Marco Romano, Gabriele Santoro, 2021-06-10 Digital Transformation Management for Agile Organizations highlights and explores new dynamics regarding how current digital developments globally scale by examining the threats as well as the opportunities these innovations offer to organizations of all kinds

**Total Survey Error in Practice** Paul P. Biemer, Edith D. de Leeuw, Stephanie Eckman, Brad Edwards, Frauke Kreuter, Lars E. Lyberg, N. Clyde Tucker, Brady T. West, 2017-02-06 Featuring a timely presentation of total survey error TSE this edited volume introduces valuable tools for understanding and improving survey data quality in the context of evolving large scale data sets This book provides an overview of the TSE framework and current TSE research as related to survey design data collection estimation and analysis It recognizes that survey data affects many public policy and business decisions and thus focuses on the framework for understanding and improving survey data quality The book also addresses issues with data quality in official statistics and in social opinion and market research as these fields continue to evolve leading to larger and messier data sets This perspective challenges survey organizations to find ways to collect and process data more efficiently without sacrificing quality The volume consists of the most up to date research and reporting from over 70 contributors representing the best academics and researchers from a range of fields The chapters are broken out into five main sections The Concept of TSE and the TSE Paradigm Implications for Survey Design Data Collection and Data Processing Applications Evaluation and Improvement and Estimation and Analysis Each chapter introduces and examines multiple error sources such as sampling error measurement error and nonresponse error which often offer the greatest risks to data quality while also encouraging readers not to lose sight of the less commonly studied error sources such as coverage error processing error and specification error The book also notes the relationships between errors and the ways in which efforts to reduce one type can increase another resulting in an estimate with larger total error This book Features various error

sources and the complex relationships between them in 25 high quality chapters on the most up to date research in the field of TSE Provides comprehensive reviews of the literature on error sources as well as data collection approaches and estimation methods to reduce their effects Presents examples of recent international events that demonstrate the effects of data error the importance of survey data quality and the real world issues that arise from these errors Spans the four pillars of the total survey error paradigm design data collection evaluation and analysis to address key data quality issues in official statistics and survey research Total Survey Error in Practice is a reference for survey researchers and data scientists in research areas that include social science public opinion public policy and business It can also be used as a textbook or supplementary material for a graduate level course in survey research methods

**Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications** Management Association, Information Resources,2014-12-31 As marketing professionals look for ever more effective ways to promote their goods and services to customers a thorough understanding of customer needs and the ability to predict a target audience s reaction to advertising campaigns is essential Marketing and Consumer Behavior Concepts Methodologies Tools and Applications explores cutting edge advancements in marketing strategies as well as the development and design considerations integral to the successful analysis of consumer trends Including both in depth case studies and theoretical discussions this comprehensive four volume reference is a necessary resource for business leaders and marketing managers students and educators and advertisers looking to expand the reach of their target market

**Servizi per l'impiego e politiche dell'occupazione in Europa. Idee e modelli per l'Italia** Alessandra Sartori,2013 Servizi per l'impiego ammortizzatori sociali e politiche attive del lavoro in Gran Bretagna Germania e Svezia **Youth Prospects in the Digital Society** John Bynner,Walter R. Heinz,2021-03-26 In an age when the next generation have worse prospects than those of their parents this book appraises the challenges young people face resulting from the instability of their lives Based on youth experience of education employment and political participation in England and Germany the book examines the impact of digitalisation in the context of rising inequality accelerating technological transformation fragile European institutions growing nationalism and mental and economic stress arising from the COVID 19 pandemic The insights gained point to young peoples agency as central to acquiring the skills and resources needed to shape their future in the digital society

**Media Management and Economics Research in a Transmedia Environment** Alan B. Albarran,2013-07-24 First Published in 2013 This landmark work centers on media management and economics within a diverse international historical and constantly changing environment The chapters herein reflect the current state of research and present directions for future study Developed at the 2012 Research Symposium in conjunction with the annual convention of the Broadcast Education Association it represents the most current theory and research in the area

20 Years Since the Fall of the Berlin Wall Elisabeth Bakke,Ingo Peters,2011-01-01 E-marketing Raymond Frost,Alexa K. Fox,Judy Strauss,2018-10-08 E Marketing is the most comprehensive book on digital marketing covering all

the topics students need to understand to think like a marketer The book connects digital marketing topics to the traditional marketing framework making it easier for students to grasp the concepts and strategies involved in developing a digital marketing plan With a strategic approach that focuses on performance metrics and monitoring it is a highly practical book The authors recognize that the digital landscape is constantly and rapidly changing and the book is structured to encourage students to explore the digital space and to think critically about their own online behavior Success stories trend impact and let's get technical boxes as well as online activities at the end of each chapter provide undergraduate students with everything they need to be successful in creating and executing a winning digital marketing strategy

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