

PROJECT MANAGEMENT



Brand: Mehta Solutions

Product Code: case427

Weight: 0.00kg

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Short Description

PROJECT MANAGEMENT case study

Description

Amalgamated Enterprises is a broadly diversified company with presence in a variety of sectors such as cement, textiles and industrial specialized chemicals. After a through review of various capital projects undertaken in the last 5 years, the executive committee of Amalgamated Enterprises felt that the quality of a market and demand analysis of most of the projects was somewhat patchy. As a marketing analyst, you have been invited by Shekhar Dutt, the managing director of Amalgamated Enterprises to do a seminar on market and demand analysis for the business heads of the company. He wants to address by you following issues.

Answer the following question.

Q1. How should one evaluate secondary information?

Q2. Discuss the steps in a sample survey?

Q3. What is your opinion about sample survey?

Q4. Briefly describe the various methods of demand forecasting?

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers