GLOBAL MARKETING MANAGEMENT



Brand: Mehta Solutions **Product Code:** case998 **Weight:** 0.00kg

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Short Description GLOBAL MARKETING MANAGEMENT Case Study

Description

Q1. A curve that shows the amount inspected by both the consumer and the producer for different percent nonconforming values.

- 1. ASN curve
- 2. ATI curve
- 3. AOQ curve
- 4. None of the above
- Q2. The producer's risk is represented by the symbols:

1. Alpha

- 2. **Beta**
- 3. Gamma
- 4. None of the above

Q3. The International Committee of Weights and Measures revised the metric system in:

- 1. **1970**
- 2. 1960
- 3. **1950**
- 4. 1999

Q4. ASRS stands for.....

Q5. A recent survey of retail customers by the

Q6. A cause-and-effect diagram was developed by

Q7. Variables that exhibit gaps are called

Q8. How many techniques used to discard data?

- 1. **One**
- 2. **Two**
- 3. Three
- 4. None of the above

Q9. Deviation charts are also called:

- 1. Difference chart
- 2. Nominal chart
- 3. Target chart
- 4. All of the above

Q10. Dodge-Romig Tables developed by:

- 1. H.F. Dodge
- 2. H.G. Romig
- 3. H.K. Fleming
- 4. Both (a) & (b)

Part Two:

- Q1. Write short note on "Group Chart".
- Q2. What is "Measures of Dispersion"?
- Q3. What is "Collection of Data"?

Q4. Write short note on "Binomial Probability Distribution".

Q5. If you were a part of the top management at M&M FES, how would you have involved the workers in the Deming programme?

Q6. Do you think that M&M FES has a strategic quality management system in place?

Q7. What lessons can Indian companies take from FedEx?

Q8. What are the factors that have gone against India and why did FedEx not start its operations here?

Q9. An electrician testing the incoming the voltage for a residential house obtains 5 readings: 115, 113, 121, 115, and 116. What is the average?

Q10. A single sampling plan is desired with a consumer's risk of 0.10 of accepting 3.0% nonconforming product and a producer's risk of 0.05 of not accepting 0.7% nonconforming product. Select the plan with the lowest sample size.

Details 1. Case study solved answers

2. pdf/word

3. Fully Solved with answers