

# Project Management



**Brand:** Mehta Solutions

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## Short Description

### Project Management case study

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### CASE STUDY

Anand Enterprises is broadly diversified company with presence in a variety of sectors such as cement, textile, chemicals. After a thorough review of various capital projects undertaken in the last 5 years the executive committee of Anand Enterprises felt that the quality of market and demand analysis of most of the projects was somewhat patchy. As a marketing analyst you have been invited by Arvind Swami, the managing director of Anand Enterprise, to do a seminar on market and demand analysis for the business heads of the company. Among other things, he wants you to address the following issues.

Answer the following question.

**Q1. How should one evaluate secondary information?**

**Q2. What are the sources of uncertainties in demand?**

**Q3. Discuss the steps in a 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**