Assignment 4

The data is as follows:

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. 100</td>
<td>120</td>
<td>130</td>
<td>140</td>
</tr>
<tr>
<td>b. 200</td>
<td>300</td>
<td>400</td>
<td>500</td>
</tr>
<tr>
<td>c. 300</td>
<td>400</td>
<td>500</td>
<td>600</td>
</tr>
<tr>
<td>d. 400</td>
<td>500</td>
<td>600</td>
<td>700</td>
</tr>
</tbody>
</table>

1. If the number of cars on the market, demand for the product is ______.
   - Decrease
   - Increase
   - Remain same
   - None of these
   - None of these

2. Which of the following is a forecasting technique?
   - Regression
   - Case study
   - Historical data
   - None of these

3. If the price elasticity of demand is +ve, then a fall in price ______.
   - Decrease
   - Increase
   - Remain same
   - None of the store

4. Following forecasting technique is used to analyze data obtained from past experiences.
   - Anomalies
   - Time series
   - Historical data
   - None of these

5. Delete method is used in Time series Forecast.
   - Yes
   - No
   - None of these

6. If the actual demand for a period is 100 units but forecast demand was 120 units.
   The forecast was ______.
   - b. 1 influential
   - c. 2
   - d. 11

7. Which of the following is an influential system theory that enables lower number come under categorize and deal with them?
   - Architectural acceptance model (AAM)
   - Bureaucratic involvement model
   - None of these

8. Mean Whichever State (MDM) tells how concentrated the data is around the line of best fit.
   - True
   - False
   - None of these

9. Which of the following is not a characteristic of "Market Interactions Stage" in product life cycle?
   - Increased sharing
   - Decreased sharing
   - Increased competition
   - Increased value in market

10. PLC in marketing needs for ______.
    - Production life cycle
    - Productivity life cycle
    - Development life cycle
    - None of the above

11. The data is as follows:
    | Week 1 | Week 2 | Week 3 | Week 4 |
    |--------|--------|--------|--------|
    | a. 100  | 120    | 130    | 140    |
    | b. 200  | 300    | 400    | 500    |
    | c. 300  | 400    | 500    | 600    |
    | d. 400  | 500    | 600    | 700    |