MGT 40750 – Quantitative Decision Modeling Fall 2017

**End-of-Class Exercises: Chery Advertising**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Based on your optimization results of the Chery Advertising example, answer the following questions:

1. What’s the optimal total cost if the number of ads purchases has to be *INTEGER*?

Suppose Chery would like to increase the required exposures for the group of Women 18-35 to *150*. Answer questions 2 and 3 (still consider the integer constraint).

1. What’s the new optimal advertising plan?

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | The Big Bang Theory | Bones | Gossip Girl | Glee | How I Met Your Mother | Modern Family | NCIS | The Office | Two and a Half Men |
| Number ads purchased |  |  |  |  |  |  |  |  |  |

1. What’s the new optimal total cost?