**IMC Interaction ICE**

An IMC professor strongly advises a company to use advertising and promotions together as they have a powerful “double whammy” effect according to him. He shows some data to the company. The data are there in the file “regression data2.sav”. He hires you as his Research Assistant (RA) and says

1. “Great Lakes student, can you analyse the data and advise the company? I am busy now. I heard you have learnt this in your MR Class.”. Please advise the company.
2. What would be the sale if the manager
   1. Only advertises for Rs. 25000 (no promo) and does not take into account the interaction effect
   2. Advertises for Rs. 25000 and has a promotional expenditure of Rs. 20000 but does not take into account the interaction effect
   3. Advertises for Rs. 25000 and has a promotional expenditure of Rs. 20000 but takes into account the interaction effect?