

$E$ : Exito en mercado real

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$\overline{E}$ : No exito en mercado real

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$B$ : Bueno en mercao de prueba

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$R$ : Regular en mercao de prueba

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$D$ : Deficiente en mercao de prueba

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$E_p$ : Exito en mercado de prueba

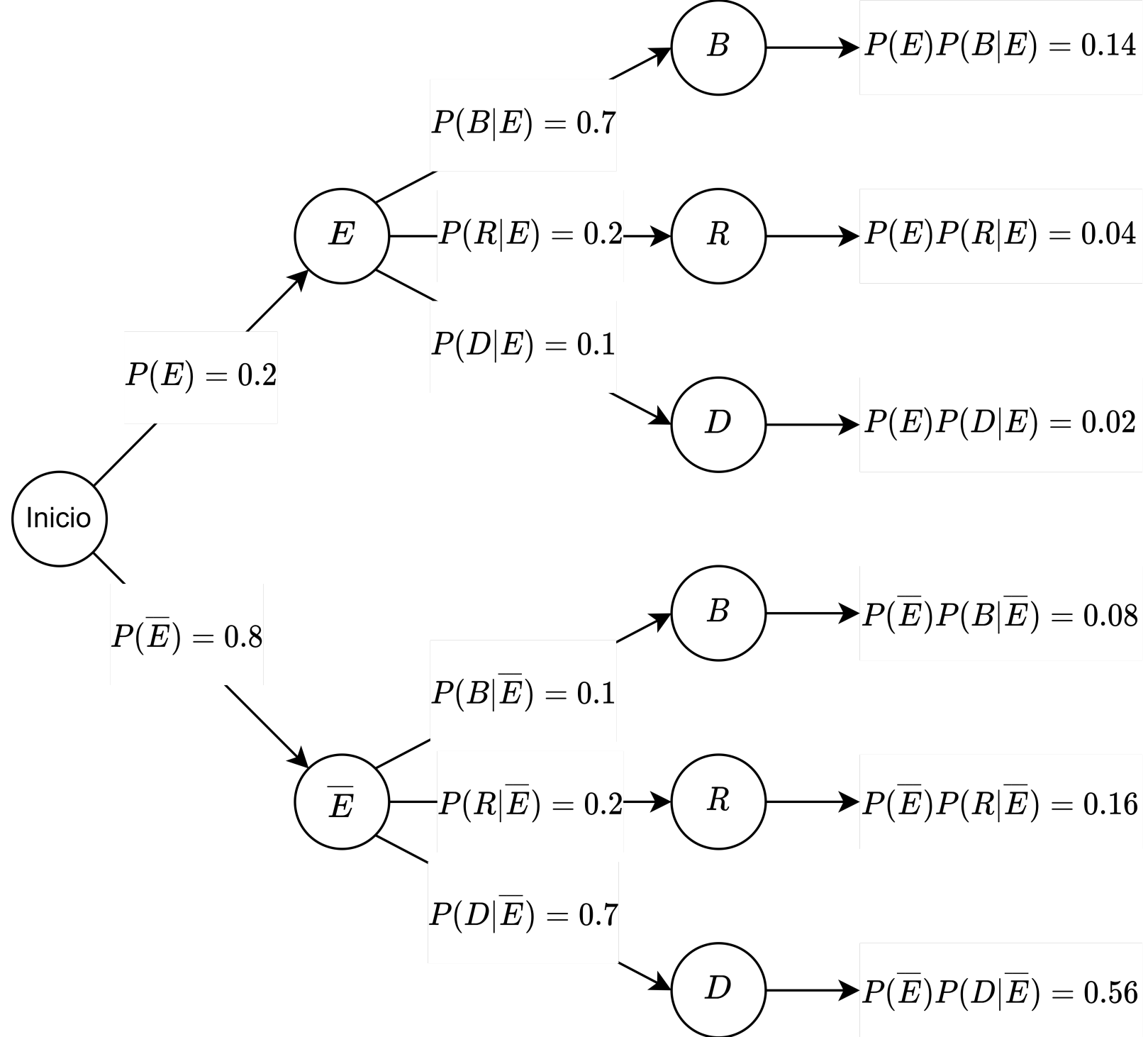
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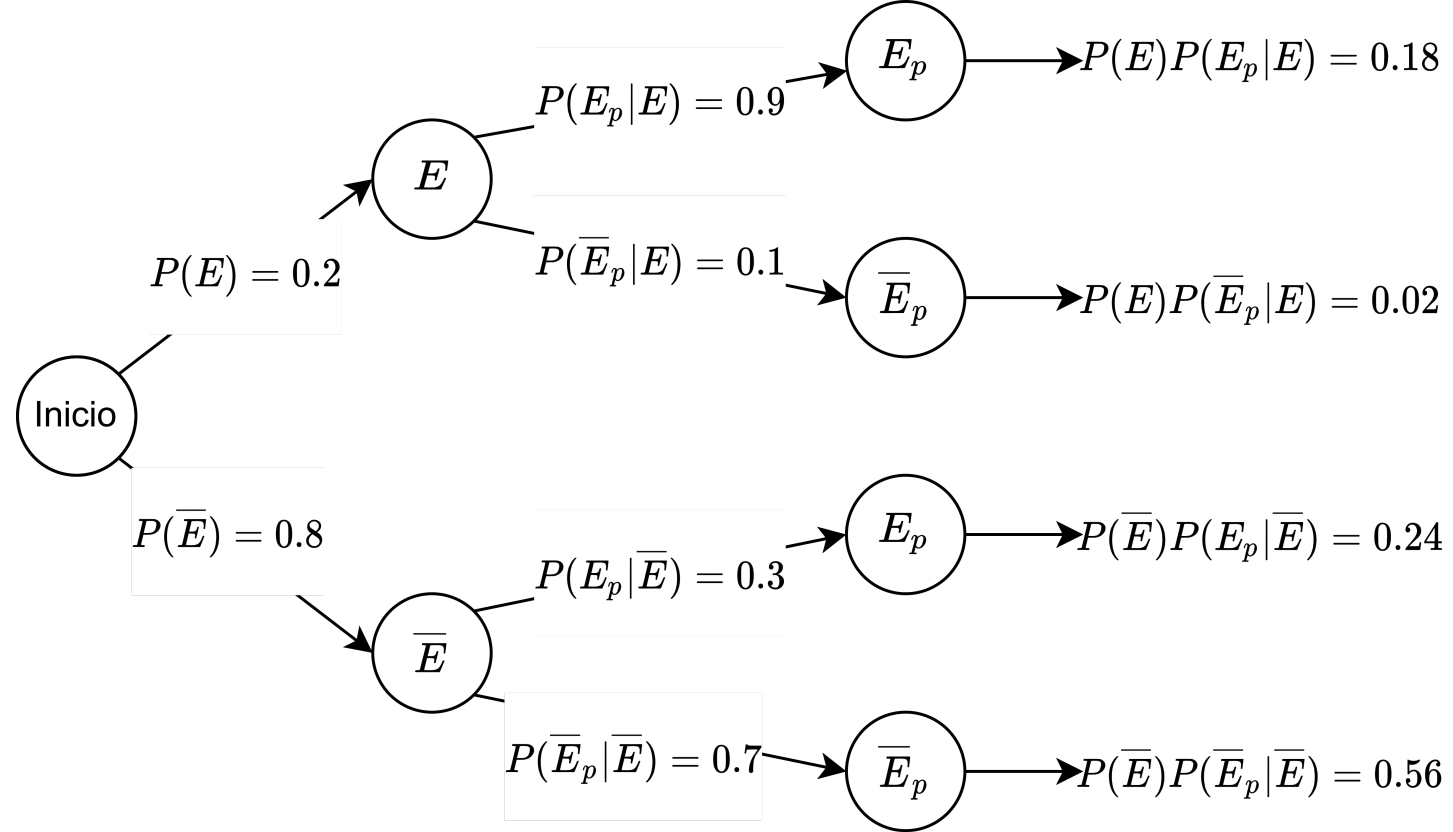
$\overline{E}_p$ : No exito en mercado de prueba

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a)

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b)

$$P(E|E_p) = \frac{P(E)P(E_p|E)}{P(E_p)} = \frac{P(E)P(E_p|E)}{P(E)P(E_p|E) + P(\bar{E})P(E_p|\bar{E})} = \frac{0.18}{0.18 + 0.24} = 0.42857 = 42.857\%$$

c)

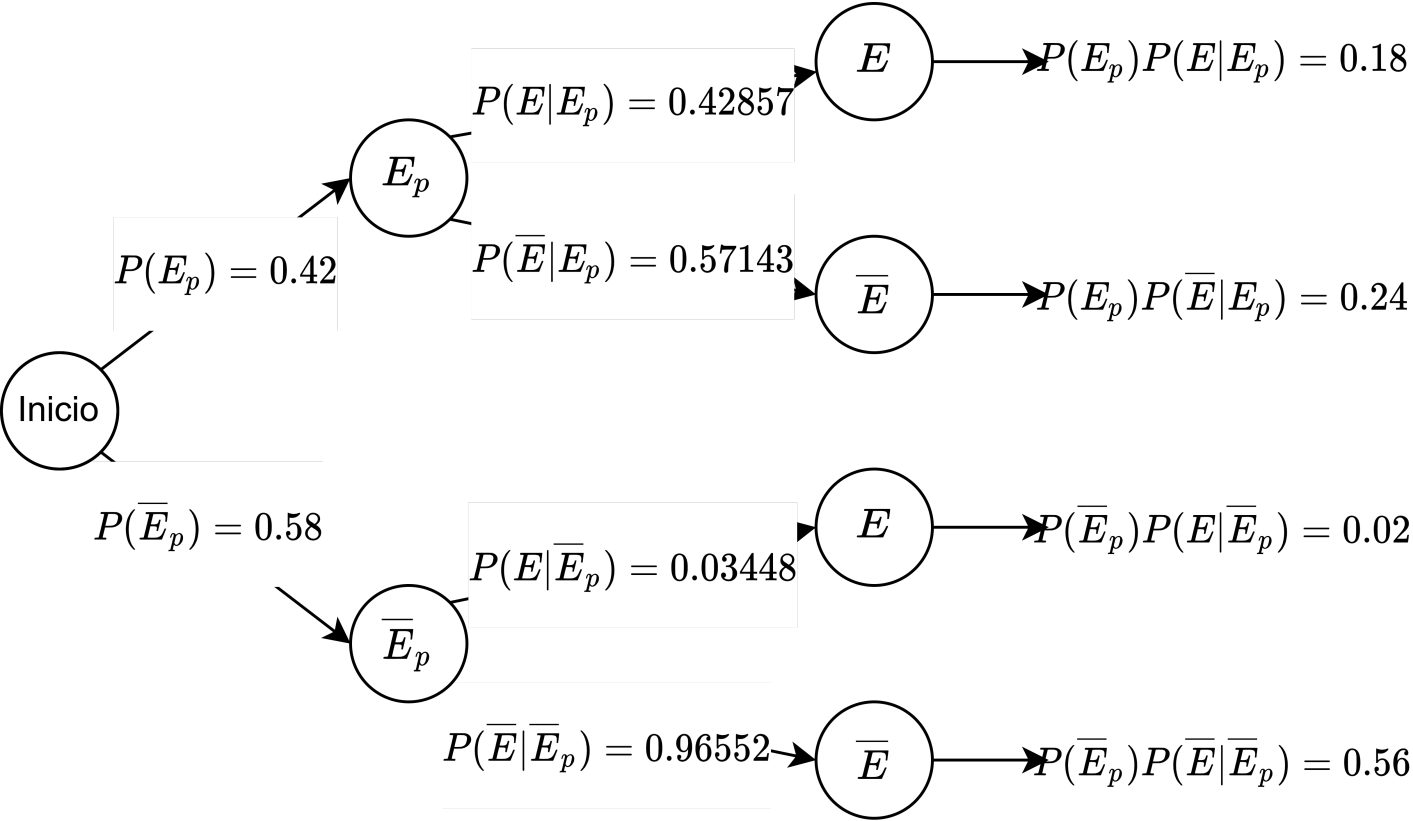
$$P(\bar{E}|E_p) = \frac{P(\bar{E})P(E_p|\bar{E})}{P(E_p)} = \frac{0.24}{0.18 + 0.24} = 0.57143 = 57.143\%$$

d)

$$P(\bar{E})P(E_p|\bar{E}) = 0.24 = 24\%$$

e)

$$P(\bar{E})P(\bar{E}_p|\bar{E}) = 0.56 = 56\%$$



$P(E_p) = 0.42 = 42\%$

$P(\bar{E}_p) = 0.58 = 58\%$

$P(E|\bar{E}_p) = \frac{P(E)P(\bar{E}_p|E)}{P(\bar{E}_p)} = \frac{0.02}{0.02+0.56} = 0.03448 = 3.448\%$

$P(\bar{E}|\bar{E}_p) = \frac{P(\bar{E})P(\bar{E}_p|\bar{E})}{P(\bar{E}_p)} = \frac{0.56}{0.02+0.56} = 0.96552 = 96.552\%$

d)

$P(E_p)P(\bar{E}|E_p) = 0.24 = 24$

e)

$P(\bar{E}_p)P(\bar{E}|\bar{E}_p) = 0.56 = 56$