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DMOU Assignment Case Study : Blake Electronics. Submitted by: Group 3 Section A Sarthak Mukkar(12IB-041) Sourab Dang(12FN-133) Sameer Doda(12DM-126) Anirvaan Ghosh(12DM-022) Dharma Teja Surbhi(12FN-043) Jency Mary John(12DM-065) Tripti Bansal(12FN-146) (1) MAIs proposal directly gives Steve the conditional probabilities he needs (e.g., probability of a successful venture given a favorable survey).

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Case Study – Blake Electronics Decision Making Model 1) Defining the Problem: Should Steve contract any of the marketing companies that will assess the favorability of introducing the products to the market? If he will contract any of the two companies, which one would he choose (MAI or I&K)? Should the new products be even introduced to the market?

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\ Case Study Blake Electronics. Case Study Blake Electronics. A . Words: 358; Category: Free Essays; Pages: 2; ... Developing a Solution: If Steve decides not to contract the marketing companies for survey, the decision is to introduce the product with an MOVE of Successful unsuccessful (0. 6) e \$500,000) If he chooses MAIM for the survey, the ...

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Blake Electronics Case Study. Does Steve need dilation Information from Overseen and Walker Our group consensus is that additional information is not needed. We believe that all quantitative information needed to form a decision tree is available in the problem (2) What would you recommend? In progress...

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Case Study: Blake Electronics. CASE: 1.) MAI's proposal directly gives Steve the conditional probabilities he needs (e.g., probability of a successful venture given a favorable survey). Although the information from Iverstine and Kinard (I&K) is different, we can easily use Bayes' theorem to on I&K information to compute the revised ...

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Blake Electronics Version 1: September 17th, 2014 Presented by: Case Study for Blake Electronics Company profile Blake Electronics was founded in 1979 by Steve Blake. Based in Long Beach, California, Blake Electronics manufactures various types of electronic components including resistors, capacitors, and inductors.

Blake Electronics - Term Paper

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