MARKETING VARIANCE ANALYSIS

DESCRIPTION:

This module introduces the tool of marketing variance analysis to aid a manager's understanding of the underlying reason(s) why a marketing plan's objectives were or were not met.

Tutorial:	23 slides
Problem Sets:	4 problem sets; 34 questions
Average Time:	220 minutes

Sample question from problem set:

Course: Faculty Access (All Modules in Alphabetical Order)
Module: Marketing Variance Analysis / Problem Set ID: 1092

Problem Sets   0 ———— 4   Total Questions   0 ———— 34

Completely Nuts Peanut Butter wanted to analyze their results for their most recent month of sales in the Southwestern US. Their plan and actual results were as follows:

Measure	March Plan	March Actual
Demand (000s Units)	25,000	22,100
Share	15.7%	14.5%
Marketing Exp. ($000s)	$300	$306
Price	$3.50	$3.14
Cost	$1.70	$1.50

What is the planned units sales (volume in 000s of jars) for Completely Nuts for March?

TUTORIAL   [calculator]   [0] 000s of Jars

| PS1 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

SUBMIT ANSWER   EXIT