

factors affecting sales and their relative influence is called _____
Statistical Demand analysis

[BUS801] A project process is characterised by a degree of job

_____ Customization

[BUS801] The term _____ is used to describe the difference between the cost of inputs and the value or price of outputs
Value added

[BUS801] It is the responsibility of _____ department to build and maintain a positioned public image for the organisation
Public relation

[BUS801] The _____ statement should serve to guide formulation of strategies for the organisation
Mission

[BUS801] _____ testing is a relatively recent phenomenon in demand estimation and is mostly used to assess the demand for new products.
Market

[BUS801] _____ entails matching tasks or work activities to individuals or task groups.
Job design

[BUS801] A _____-range forecast is one for a time span of a few weeks, up to say about three months
Short

[BUS801] _____ strategy is directly influenced by product/service plans
Operations

[BUS801] The objective of any Linear programming process is called _____
Primal

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