The Case Study is found in chapter 3, P.65

3.1 A CASE STUDY: THE SUPER GRAIN CORP. ADVERTISING-MIX PROBLEM

After carefully reviewing the case, write a minimum two page paper answering all three questions at the end of the

case.

Review Questions

What is the problem being addressed in this case study?

What overall measure of performance is being used?

What are the assumptions of linear programming that need to be checked to evaluate the adequacy of using a linear

programming model to represent the problem under consideration?

The paper should have 1" margins around. Cover sheets are fine but they do not count toward the two page

minimum total. The paper must be a full two pages (or more) in order to receive full credit. This means you will need

to think through each question deeply, as a cursory, one or two sentence response will be inadequate