

Due: Wednesday, March 29th (at the start of class)

Reminders

The final project presentations are on Monday, April 3rd.

The final exam will take place Tuesday, April 18th from 8:30 to 11:30 a.m. in SUR 2990. This is the morning immediately after the Easter holiday.

Reading

For Wednesday, March 22nd, Chapter 2 of the course notes.

For Monday, March 27th, Section 3.1.

For Wednesday, March 29th, up to the end of Chapter 3.

For Wednesday, April 5th, Chapter 4.

Assignment exercises to hand in

Questions require well-written and typeset solutions. Please submit your answers directly to the teaching assistant by e-mail (tyusun at sfu dot ca). You should submit a single .pdf file containing the solutions for all questions. The file name of your submission should be: math_208W_1171_name_hw5.pdf, where name is your family name.

1. Course notes exercise 1.4.

2. Course notes exercise 1.5.

3. Course notes exercise 1.7.

4. Course notes exercise 2.3.

5. Course notes exercise 2.6.

6. Course notes exercise 2.8.

7. The case study in Chapter 9 of the text (Colgate Wave) gives a scenario where you would like to study a function whose values are given by a proprietary simulation. This function can be computed by adjusting the inputs to the Colgate Model spreadsheet available at <http://faculty.tuck.dartmouth.edu/optimization-modeling/data-files>.

1. How would you go about setting the prices for Colgate products using this spreadsheet? Assume that you only have time to evaluate about 100 price points.
2. Implement your strategy to get a good pricing strategy for the three current Colgate products.
3. Implement your strategy to get a good pricing strategy for all four Colgate products including the new Wave.

Some other exercises you should try

Additional exercises from Chapter 9 of Baker.

Additional exercises from the course notes.