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Name: ECO550 Week 6 Assignment 2: Operations Decision

Description: ECO550 Week 6 Assignment 2: Operations Decision

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## ECO550-A2-1

1. Outline a plan that allows you to identify the new market structure of this firm. Comment on two leading competitors in the same industry as this firm. Weight: 10% <sup>(82%)</sup>

☐ Unacceptable Below 70% F 0 (0%) - 20.9 (6.97%)

Did not submit or incompletely outlined a plan that will assess the effectiveness of the market structure for the company's operations.

☐ Fair 70-79% C 21 (7%) - 23.9 (7.97%)

Partially outlined a plan that will assess the effectiveness of the market structure for the company's operations.

☒ Proficient 80-89% B 24 (8%) - 26.9 (8.97%)

Satisfactorily outlined a plan that will assess the effectiveness of the market structure for the company's operations.

☐ Exemplary 90-100% A 27 (9%) - 30 (10%)

Thoroughly outlined a plan that will assess the effectiveness of the market structure for the company's operations.

## ECO550-A2-2

2. Given that the market structure has changed from the original scenario in Assignment 1, determine at least two (2) likely factors that may account for this change. Weight: 10% <sup>(82%)</sup>

☐ Unacceptable Below 70% F 0 (0%) - 20.9 (6.97%)

Did not submit or incompletely determined two (2) likely factors that might have caused the change, given that business operations have changed from the market structure specified in the original scenario in Assignment 1. Did not submit or incompletely predicted the primary manner in which this change would likely impact business operations in the new market environment.

☐ Fair 70-79% C 21 (7%) - 23.9 (7.97%)

Partially determined two (2) likely factors that might have caused the change, given that business operations have changed from the market structure specified in the original scenario in Assignment 1. Partially predicted the primary manner in which this change would likely impact business operations in the new market environment.

☒ Proficient 80-89% B 24 (8%) - 26.9 (8.97%)

Satisfactorily determined two (2) likely factors that might have caused the change, given that business operations have changed from the market structure specified in the original scenario in Assignment 1. Satisfactorily predicted the primary manner in which this change would likely impact business operations in the new market environment.

☐ Exemplary 90-100% A 27 (9%) - 30 (10%)

Thoroughly determined two (2) likely factors that might have caused the change, given that business

Thoroughly predicted the primary manner in which this change would likely impact business operations in the new market environment.

### ECO550-A2-3

**3. Analyze the major short-run cost functions for this firm using the cost equations provided. How can this information be used to make production decisions in the short run and long run? Weight: 10%**

☐ **Unacceptable Below 70% F** 0 (0%) - 20.9 (6.97%)

X Did not submit or incompletely analyzed the major short-run and long-run production and cost functions for the low-calorie microwaveable food company. Did not submit or incompletely suggested substantive ways in which the low-calorie food company may use this information in order to make decisions in both the short-run and the long-run.

☐ **Fair 70-79% C** 21 (7%) - 23.9 (7.97%)

Partially analyzed the major short-run and long-run production and cost functions for the low-calorie microwaveable food company. Partially suggested substantive ways in which the low-calorie food company may use this information in order to make decisions in both the short-run and the long-run.

☐ **Proficient 80-89% B** 24 (8%) - 26.9 (8.97%)

Satisfactorily analyzed the major short-run and long-run production and cost functions for the low-calorie microwaveable food company. Satisfactorily suggested substantive ways in which the low-calorie food company may use this information in order to make decisions in both the short-run and the long-run.

☐ **Exemplary 90-100% A** 27 (9%) - 30 (10%)

Thoroughly analyzed the major short-run and long-run production and cost functions for the low-calorie microwaveable food company. Thoroughly suggested substantive ways in which the low-calorie food company may use this information in order to make decisions in both the short-run and the long-run.

### ECO550-A2-4

**4. Under what circumstances should this firm discontinue operations in the short run(?) and long run? Explain. Weight: 15%**

☐ **Unacceptable Below 70% F** 0 (0%) - 31.4 (10.47%)

Did not submit or incompletely determined the possible circumstances under which the company should discontinue operations. Did not submit or incompletely suggested key actions that management should take in order to confront these circumstances. Did not submit or incompletely provided a rationale for your response.

☐ **Fair 70-79% C** 31.5 (10.5%) - 35.9 (11.97%)

Partially determined the possible circumstances under which the company should discontinue operations. Partially suggested key actions that management should take in order to confront these circumstances. Partially provided a rationale for your response.

X ☐ **Proficient 80-89% B** 36 (12%) - 40.4 (13.47%)

Satisfactorily determined the possible circumstances under which the company should discontinue operations. Satisfactorily suggested key actions that management should take in order to confront these circumstances. Satisfactorily provided a rationale for your response.

☐ **Exemplary 90-100% A** 40.5 (13.5%) - 45 (15%)

Thoroughly determined the possible circumstances under which the company should discontinue operations. Thoroughly suggested key actions that management should take in order to confront these circumstances. Thoroughly provided a rationale for your response.

### ECO550-A2-5

**5. Determine the firm's profit maximizing price and output level using the golden rule and/or suggest**



**an alternative pricing policy that will enable the firm to maximize profits. Provide a rationale for your suggestion. Weight: 10%**

☐ **Unacceptable Below 70% F** 0 (0%) - 20.9 (6.97%)

Did not submit or incompletely suggested one (1) pricing policy that will enable your low-calorie microwavable food company to maximize profits. Did not submit or incompletely provided a rationale for your suggestion.

☐ **Fair 70-79% C** 21 (7%) - 23.9 (7.97%)

Partially suggested one (1) pricing policy that will enable your low-calorie microwavable food company to maximize profits. Partially provided a rationale for your suggestion.

☒ **Proficient 80-89% B** 24 (8%) - 26.9 (8.97%)

Satisfactorily suggested one (1) pricing policy that will enable your low-calorie microwavable food company to maximize profits. Satisfactorily provided a rationale for your suggestion.

☐ **Exemplary 90-100% A** 27 (9%) - 30 (10%)

Thoroughly suggested one (1) pricing policy that will enable your low-calorie microwavable food company to maximize profits. Thoroughly provided a rationale for your suggestion.

Feedback:

The market may have transitioned from perfect competition to "imperfect competition" due to mergers/acquisitions in the industry, increased costs, a shift in preferences, and/or government regulations that drove competitors out of business, etc.

#### ECO550-A2-6

**6. Outline a plan, or use the results above to evaluate this firm's financial performance. Consider all the key drivers of performance, such as total revenue, total costs, total profit, etc. Is the firm earning positive profit in the short run? Will it be profitable in the long run? Weight: 10%**

☒ **Unacceptable Below 70% F** 0 (0%) - 20.9 (6.97%)

Did not submit or incompletely outlined a plan, based on the information provided in the scenario, that the company could use in order to evaluate its financial performance. Did not submit or incompletely considered all the key drivers of performance, such as company profit or loss for both the short term and long term, and the fundamental manner in which each factor influences managerial decisions.

☐ **Fair 70-79% C** 21 (7%) - 23.9 (7.97%)

Partially outlined a plan, based on the information provided in the scenario, that the company could use in order to evaluate its financial performance. Partially considered all the key drivers of performance, such as company profit or loss for both the short term and long term, and the fundamental manner in which each factor influences managerial decisions.

☐ **Proficient 80-89% B** 24 (8%) - 26.9 (8.97%)

Satisfactorily outlined a plan, based on the information provided in the scenario, that the company could use in order to evaluate its financial performance. Satisfactorily considered all the key drivers of performance, such as company profit or loss for both the short term and long term, and the fundamental manner in which each factor influences managerial decisions.

☐ **Exemplary 90-100% A** 27 (9%) - 30 (10%)

Thoroughly outlined a plan, based on the information provided in the scenario, that the company could use in order to evaluate its financial performance. Thoroughly considered all the key drivers of performance, such as company profit or loss for both the short term and long term, and the fundamental manner in which each factor influences managerial decisions.

#### ECO550-A2-7

**7. Recommend and justify two (2) actions the firm could take to improve its profitability over the long run. Weight: 10%**

☐ **Unacceptable Below 70% F** 0 (0%) - 20.9 (6.97%)

Did not submit or incompletely recommended two (2) actions that the company could take in order to improve its profitability and deliver more value to its stakeholders. Did not submit or incompletely outlined, in brief, a plan to implement your recommendations.

☐ **Fair 70-79% C** 21 (7%) - 23.9 (7.97%)

Partially recommended two (2) actions that the company could take in order to improve its profitability and deliver more value to its stakeholders. Partially outlined, in brief, a plan to implement your recommendations.

☐ **Proficient 80-89% B** 24 (8%) - 26.9 (8.97%)

☒ Satisfactorily recommended two (2) actions that the company could take in order to improve its profitability and deliver more value to its stakeholders. Satisfactorily outlined, in brief, a plan to implement your recommendations.

☒ **Exemplary 90-100% A** 27 (9%) - 30 (10%)

Thoroughly recommended two (2) actions that the company could take in order to improve its profitability and deliver more value to its stakeholders. Thoroughly outlined, in brief, a plan to implement your recommendations.

#### ECO550-A2-8

**8. Use at least five (5) quality references and cite them in the text.**

(5%)

Weight: 5%

☐ **Unacceptable Below 70% F** 0 (0%) - 10.4 (3.47%)

No references provided

☐ **Fair 70-79% C** 10.5 (3.5%) - 11.9 (3.97%)

Does not meet the required number of references; some or all references poor quality choices.

☐ **Proficient 80-89% B** 12 (4%) - 13.4 (4.47%)

Meets number of required references; all references high quality choices.

☒ **Exemplary 90-100% A** 13.5 (4.5%) - 15 (5%)

Exceeds number of required references; all references high quality choices.

#### ECO550-A2-9

**9. Writing Mechanics, Grammar, and Formatting**

(4%)

Weight: 5%

☐ **Unacceptable Below 70% F** 0 (0%) - 10.4 (3.47%)

Serious and persistent errors in grammar, spelling, punctuation, or formatting.

☐ **Fair 70-79% C** 10.5 (3.5%) - 11.9 (3.97%)

Partially free of errors in grammar, spelling, punctuation, or formatting.

☐ **Proficient 80-89% B** 12 (4%) - 13.4 (4.47%)

Mostly free of errors in grammar, spelling, punctuation, or formatting.

☒ **Exemplary 90-100% A** 13.5 (4.5%) - 15 (5%)

Error free or almost error free grammar, spelling, punctuation, or formatting.

#### ECO550-A2-10

**10. Appropriate use of APA in-text citations and reference section**

(5%)

Weight: 5%

☐



**Unacceptable Below 70% F** 0 (0%) - 10.4 (3.47%)

Lack of in-text citations and / or lack of reference section.

☐ **Fair 70-79% C** 10.5 (3.5%) - 11.9 (3.97%)

In-text citations and references are provided, but they are only partially formatted correctly in APA style.

☒ **Proficient 80-89% B** 12 (4%) - 13.4 (4.47%)

Most in-text citations and references are provided, and they are generally formatted correctly in APA style.

X ☒ **Exemplary 90-100% A** 13.5 (4.5%) - 15 (5%)

In-text citations and references are error free or almost error free and consistently formatted correctly in APA style.

#### ECO550-A2-11

##### 11. Information Literacy / Integration of Sources

(5%)

Weight: 5%

☐ **Unacceptable Below 70% F** 0 (0%) - 10.4 (3.47%)

Serious errors in the integration of sources, such as intentional or accidental plagiarism, or failure to use in-text citations.

☐ **Fair 70-79% C** 10.5 (3.5%) - 11.9 (3.97%)

Sources are partially integrated using effective techniques of quoting, paraphrasing, and summarizing.

☐ **Proficient 80-89% B** 12 (4%) - 13.4 (4.47%)

Sources are mostly integrated using effective techniques of quoting, paraphrasing, and summarizing.

X ☒ **Exemplary 90-100% A** 13.5 (4.5%) - 15 (5%)

Sources are consistently integrated using effective techniques of quoting, paraphrasing, and summarizing.

#### ECO550-A2-12

##### 12. Clarity and Coherence of Writing

(5%)

Weight: 5%

☐ **Unacceptable Below 70% F** 0 (0%) - 10.4 (3.47%)

Information is confusing to the reader and fails to include reasons and evidence that logically support ideas

☐ **Fair 70-79% C** 10.5 (3.5%) - 11.9 (3.97%)

Information is partially clear with minimal reasons and evidence that logically support ideas

☐ **Proficient 80-89% B** 12 (4%) - 13.4 (4.47%)

Information is mostly clear and generally supported with reasons and evidence that logically support ideas

X ☒ **Exemplary 90-100% A** 13.5 (4.5%) - 15 (5%)

Information is provided in a clear, coherent, and consistent manner with reasons and evidence that logically support ideas

Raw Total: 245.63 (of 300.0)

### Feedback to Learner

Nadine,  
Great effort! Your paper on "Operations Decision" was nicely organized, well written, and competently addressed some of the key concepts in this assignment. Please review the annotated paper and assignment rubric for additional comments and grading details.  
Dr. West

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