

Case Problem 2 Motion Picture Industry

The motion picture industry is a competitive business. More than 50 studios produce a total of 300 to 400 new motion pictures each year, and the financial success of each motion picture varies considerably. The opening weekend gross sales, the total gross sales, the number of theaters the movie was shown in, and the number of weeks the motion picture was in the top 60 for gross sales are common variables used to measure the success of a motion picture. Data collected for a sample of 100 motion pictures produced in 2005 are contained in the file named *Movies*. Table 3.15 shows the data for the first 10 motion pictures in the file.

Managerial Report

Use the numerical methods of descriptive statistics presented in this chapter to learn how these variables contribute to the success of a motion picture. Include the following in your report.

1. Descriptive statistics for each of the four variables along with a discussion of what the descriptive statistics tell us about the motion picture industry.
2. What motion pictures, if any, should be considered high-performance outliers? Explain.
3. Descriptive statistics showing the relationship between total gross sales and each of the other variables. Discuss.

TABLE 3.15 PERFORMANCE DATA FOR 10 MOTION PICTURES

Motion Picture	Opening Weekend Gross Sales (\$ millions)	Total Gross Sales (\$ millions)	Number of Theaters	Weeks in Top 60
<i>Coach Carter</i>	29.17	67.25	2574	16
<i>Ladies in Lavender</i>	0.15	6.65	119	22
<i>Batman Begins</i>	48.75	205.28	3858	18
<i>Unleashed</i>	10.90	24.47	1962	8
<i>Pretty Persuasion</i>	0.06	0.23	24	4
<i>Fever Pitch</i>	12.40	42.01	3275	14
<i>Harry Potter and the Goblet of Fire</i>	102.69	287.18	3858	13
<i>Monster-in-Law</i>	23.11	82.89	3424	16
<i>White Noise</i>	24.11	55.85	2279	7
<i>Mr. and Mrs. Smith</i>	50.34	186.22	3451	21

CD file
Movies

Case Problem 3 Business Schools of Asia-Pacific

CD file
Asian

The pursuit of a higher education degree in business is now international. A survey shows that more and more Asians choose the Master of Business Administration degree route to corporate success. As a result, the number of applicants for MBA courses at Asia-Pacific schools continues to increase.

Across the region, thousands of Asians show an increasing willingness to temporarily shelve their careers and spend two years in pursuit of a theoretical business qualification. Courses in these schools are notoriously tough and include economics, banking, marketing, behavioral sciences, labor relations, decision making, strategic thinking, business law, and more. The data set in Table 3.16 shows some of the characteristics of the leading Asia-Pacific business schools.