

2.2.4 The pill project

The drugstore company Pillenpall is planning to introduce a new product. Now it is necessary to plan various individual projects in preparation. Some of these must be done in sequence, but others can be done in parallel. The plan you have to draw up is about getting the new product onto the market as quickly as possible and making the best possible use of the available resources to do so.

Individual project	Time required	Results must be available from . . .
➤ Test series	8 months	no others
➤ Evaluation of results	2,8 months	Test series
➤ Evaluation of side effects	3,2 months	Test series
➤ Competitor monitoring	1,6 months	Test series
➤ Communication concept	1,6 months	Test series
➤ Scientific publication	5,2 months	Evaluation of results
➤ Error analysis	1,8 months	Evaluation of side effects
➤ Advertising measures	2 months	Communication concept
➤ Pricing	1 months	Competitor observation, advertising
➤ Sales training	4 months	Error analysis, scientific publication, advertising

A total of 3 individual projects can be worked on side by side. The company can afford compulsory breaks (as all employees involved also have other areas of responsibility) as long as there is no overall time delay for the new product launch.

Exercise 19

Which of the following statements is/are true?

- ☒ I. You can clearly say which project must be completed first and which last.
☒ II. 3 of the 10 individual projects must not overlap with another in the processing.
- ☒ (A) Only statement I is true.
☐ (B) Only statement II is true.
☐ (C) Both statements are true.
☐ (D) None of the statements is true.

Exercise 20

Which of the following statements is/are true?

- ☒ I. The 3 individual projects Evaluation of Results, Evaluation of Side Effects, and Communication Concept can be worked on simultaneously without delaying the product launch as a whole.
 - ☒ II. The 3 individual projects Monitoring the Competition, Scientific Publication and Advertising Measures can be partially processed at the same time without the new product launch being delayed overall.
- (A) Only statement I is true.
(B) Only statement II is true.
☒ (C) Both statements are true.
(D) None of the statements is true.

Exercise 21

Which of the following statements is/are true?

- ☒ I. The target time to product launch is equal to the sum of the durations of 4 individual projects.
 - ☒ II. 2 individual projects need more time within your schedule than all the others together.
- (A) Only statement I is true.
(B) Only statement II is true.
☒ (C) Both statements are true.
(D) None of the statements is true.

Exercise 22

Which of the following statements is/are true?

- ☒ I. If the time taken to observe the competition triples, the product launch will inevitably be delayed.
 - ☒ II. If the evaluation of the results takes longer, the product launch will also be delayed in any case.
- (A) Only statement I is true.
☒ (B) Only statement II is true.
(C) Both statements are true.
(D) None of the statements is true.

LEARNING AND EXERCISE SCRIPT FOR THE SELECTION PROCESS AT UNIVERSITIES

SUBTEST: PLANNING AND ORGANISING PROJECTS

Exercise 23

If, during the implementation of the test series, it turned out that another individual project (official approval procedure) would be necessary, which would take 3 months and could only be started after the evaluation of the results, which of the following statements is or are true?

- ☒ I. The product launch will necessarily be delayed as a result of this.
 - ☒ II. Between the completion of the test series and the start of the sales training, all 3 teams must work in parallel, with only one team still having a break of less than one month.
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- (A) Only statement I is true.
 - (B) Only statement II is true.
 - (C) Both statements are true.
 - ☒ (D) None of the statements is true.

Exercise 24

If, to make matters worse, one of the 3 project teams had to take a compulsory break of one month after 12 months - in relation to the start of the project - which of the following statements is or are true?

- ☒ I. The product launch will now be delayed after all.
 - ☒ II. For one of the teams there is still an additional break of more than 0.5 months.
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- (A) Only statement I is true.
 - ☒ (B) Only statement II is true.
 - (C) Both statements are true.
 - (D) None of the statements is true.