

QUESTION 11

Scenario: A company is planning to launch a new product line. The product line will consist of three products: Product A, Product B, and Product C. The company has a limited budget and needs to determine the optimal product mix to maximize profit. The following table shows the unit contribution margin for each product and the available resources.

Product	Unit Contribution Margin	Available Resource 1	Available Resource 2
Product A	\$10	100	200
Product B	\$15	150	300
Product C	\$20	200	400

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