EVALUATION AND CONTROL OF MEASUREMENTS pdf

1: Strategic evaluation and control Notes - BBA|mantra

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The identified flow element subsequently may be segmented and further analyzed in order to obtain accurate information about the flow behaviour of an object to be analyzed. In addition, a method, a computer-readable storage medium, a program element, and an arrangement are disclosed. Description This application claims the benefit of the filing date of U. Provisional Patent Application No. If the flow lies in the area of a filament on the model surface, then the flow is undisturbed. The filament remains extended laminar barrier layer and displays the local direction of the surface flow. From the impact point, the free filament end begins to quiver, the flow is disturbed turbulent barrier layer. At the detachment point, the flow rises from the surface detached flow and surface currents form that are intensely swirling to back-flowing counter to the primary flow direction. The filament moves so quickly in all of its spatial degrees of freedom in such an area that only the attached fiber head may be perceived visually. Until now, the filament images typically are evaluated manually. In this regard, video recordings are taken during the wind tunnel measurements and manually evaluated. In the selected recordings and associated concept sketches, the boundary lines between the areas of undisturbed, disturbed, and detached flow are designated by the user. In one example, a device, an arrangement, and a method for evaluating a wind tunnel measurement, by a computer-readable storage medium, and by a program element for evaluating a wind tunnel measurement with various features claimed, provides a solution. In one example, device for evaluating a wind tunnel measurement is provided. The device includes a processor, which is equipped such that with it, the method step of automatically identifying at least one flow element on an image recorded during the wind tunnel measurement may be performed. In one example, a method for evaluating a wind tunnel measurement is provided. With the method, by a process, at least one flow element is identified on an image recorded during the wind tunnel measurement, for example, in the wind tunnel. In one example, a computer program, that is software, as well as by one or more specialized electrical circuits, that is, hardware or in any hybrid form, that is, by software components and hardware components. In one example, an arrangement for performing a wind tunnel measurement with an object disposed in a wind tunnel, with a recording device for recording an image, and with a device with the above-described features, is provided. In this manner, a reliable statistic may be prepared about many recordings with constant trial conditions in a time-saving manner, so that not just random samplings may be measured, which generally are subject to large dispersions. An automatic evaluation of a wind tunnel measurement may be performed with very little expenditure of time, and in particular, a very detailed evaluation during a running measurement for example, also in real time may be performed. With the possibility of performing multiple measurements and simultaneous evaluations, measurement dispersions and errors may be reduced or minimized. In addition, in one example, evaluations with different parameter sets may be performed and characteristic lines may be prepared as a function of different parameters, whereby the expenditure of time and the likelihood of error may be reduced. In one example,the wind tunnel measurement and its evaluation may take place on an aircraft or an aircraft model, so that in particular, with the development of new aircraft technologies, the flow properties of the aircraft may be verified, improved or optimized. If this type of flow element is exposed to a flow for example, in a wind tunnel , it is effected by this flow and therefore may serve to characterized the flow behaviours in its surrounding region. Such a flow element may be realized, for example, as filaments. According to a further embodiment of the device, the device further includes a optical recording device, whereby with the at least one recording device, an image of the at least one flow element on an object to be analyzed may be recorded. According to one example, the at least one flow element has a different color relative to the object to be analyzed, in order to make possible a fast and certain identification and segmentation on the recorded image. According to a further example, at least two flow elements have different physical properties for example, stiffness, diameter, surface structure. In this manner, the information content of a measurement may be increased, for example, by comparing the behaviour of the different flow elements in the current. With a steric representation, the information content of the measurement may be increased and the results may be shown to the user clearly and in a desired perspective. According to an example, a high speed camera may be used, in order to have available multiple, evaluatable image recordings per unit time. For example, the movement of the flow elements may be followed better. According to an example, the processor may be formed for processing interlace video sequences, whereby the movement of a flow element may be evaluated even better. In a further step of the method, geometric properties of the at least one flow element may be computed on the recorded image. Thus, it is possible, if necessary, to represent the development of the flow behaviour of the at least one flow element as a continuous function. In a further example of the method, based on physical properties of the at least one flow element, the information content of the measurement is increased. The at least one flow element may have predetermined physical properties, such as for example, a determined color shade, a determined luminance, a determined saturation, a determined stiffness or rigidity, a determined diameter, or a determined surface structure. Thus, it is possible, for example, by comparing two flow elements with different physical properties, to draw conclusions about the flow behaviour. According to a further example of the method, geometric properties of the at lest one flow element are calculated based on the recorded image of the at least one flow element. Thus, for example, the center of gravity, the surface area, the axial ratio, and the direction of the flow element may be calculated. Therefore, for example, the centre of gravity describes a determined filament position and the direction a specific orientation of the filament. The surface area and the axial ratio frequently contain information as to whether the filament is extended or performs fast movements. According to an example of the method, at least two successive partial images are recorded by a recording device by the interlace method and based on the image formation speed of the partial images, the speed of movements of the at least one flow element are measured. According to an example of the method, an object is subdivided into Voronoi cells, in the center of which a respective flow element is located. Thus, the flow properties of the flow element disposed in the center are transmitted to the entire cell. These control parameters may be, for example, the angle of incidence, the yaw angle, or the roll angle of the object or different flow parameters. If the user desires a state, for example, in which the flow is detached, then he provides this condition for one region, whereby the control parameters and the model orientation are automatically calculated and adjusted. According to an example of the method, the position of a flow element may be calculated by geometric transformation. If the corresponding positions of one or more, for example, of at least four, flow elements of an adjacent flow element are known, then the geometric properties may be calculated by geometric transformation homography. According to another example of the program element, the object to be analyzed may be subdivided into Voronoi cells, in the center of which a respective flow element is located. Each Voronoi cell may represent the flow element mounted in the center. According to another example of the method, the area between the flow elements may be represented by interpolation with continuous color transition. Thus, the change of the different properties of the flow elements may be clearly shown. Thus, with a separate representation, calculations may be performed better and with a combined representation of a user, the results may be represented more clearly. This auxiliary information may be determined flow lines, determined pressure distributions, concealed recorded features on the object to be analyzed, such as for example, engine beams or high lift aids. According to an exemplary example of the program element, multiple individual measurements may be evaluated with the same control parameters and different object configurations. Thus, the user may analyze the different object configurations, such as for example, different engine diameters, with the same environmental conditions. According to an exemplary example of the program element, the individual measurements may be evaluated statistically with the same or different control parameters and the same or different object configurations. If one evaluates the individual measurements with the same parameters and the same object configurations, an adjustable error threshold may be determined by the program element. This may run automatically. In this manner, the measurement may be much more reliable, so that error recordings or error calculations may be equalized. According to an example of the program element, the increments of the parameter of the measurement may be changed controllably, so that the user, for example with critical transitions, for example from turbulent to detached current, may adjust the increments better in order to obtain frequent measurements. With the program element, likewise, a hysteresis curve may be determined automatically by continuous image evaluation. According to an example, the arrangement further may have an attachment means for attaching the flow elements to an object to be analyzed in the wind tunnel. This attachment means therefore may be an adhesive strip, which has different color shades compared with the at least one flow element. The flow elements may comprise, for example, filaments or needles, which may be attached flexibly to an object to be analyzed. The representation in the figure is schematic and not to scale. The arrangement includes a wind tunnel 6, in which an object to be analyzed 1 for example, a scaled-down model of an aircraft is disposed. The images recorded by the recording devices 2 are sent to a processor 3 for example, a microprocessor of a computer. Via an input device 5, determined parameters for the wind tunnel measurement or the evaluation may be inputted by a user. The results obtained from the images may be made visible on a display device 4 for example a monitor to a user. With analysis of flow properties of the object to be analyzed 1, flow elements not shown in the form of filaments are adhered to the surface of the object 1. If the flow contacts the object 1 in an ideal manner, then the filaments lie flat on the surface of the object 1. A goal of the analysis of the device is to enable processing of the filaments and their properties on the processor 3 in order to determine faster and more accurately the properties of the object to be analyzed 1. Thus, the recording units 2 record the object 1 to be analyzed as well as the filaments located thereon during a flow trial, that is, a wind tunnel measurement. This may lead to an increase of the information density of the image recording. The filament heads are inserted in an adhesive strip, and the adhesive strip is adhered then to the model 1. If one selects a different color for the adhesive strip than for the filaments, the filament heads are clearly much more robustly identifiable in color recordings. In addition, one may select different physical properties for the filaments, such as stiffness, diameter, or surface structure, for example, and in addition to the defined filament color, obtain a high information content of a measurement. If one uses filaments with a small diameter; for example, or a smooth surface structure, the flow on the object 1 is hardly disturbed and the quality of the measurement is greatly increased. The recorded image of the object 1 and the filaments are processed further during the measurement or subsequently. Thus, it is advantageous if the filaments are segmented from the object 1 in order to characterize subsequently the properties of the filaments and therewith, the properties of the flow. For that purpose, first, the exact geometric filament position is determined. According to the device, the processor 3 identifies the filament position on the recorded image, based, for example, on the hue, the luminance, or the saturation of the filament in the image and subsequently may segment this filament. Based on this segmented filament image, now, the geometric features of the filament may be calculated. From the filament image, for example, the position of the center of gravity, the surface area, the axial ratio, and the direction of the filament may be identified. For example, the center of gravity describes the filament position, the direction describes the orientation of the filament, and the surface area and the axial ratio describe whether the filament is extended or performs fast movements. In order to locate the filament more quickly and reliably, the filaments may be inserted with constant distance into the adhesive strip so that a periodic filament pattern is formed, and so that by Fourier analysis and the combination with geometric transformation even these filaments are located more quickly and reliably. In order to better parameterize the filaments, the possibility exists of determining the filament speed by interlace video sequences. An interlace complete image comprises two partial images, whereby the first partial image contains the odd lines and the second partial image contains the even lines of the complete image. These partial images are recorded in a defined temporal distance, so that the first partial image of the filament records at a determined position and the second partial image records the same filament at a different position. When the distance covered is recognized in a defined time point, then the speed of movements may be determined. To minimize measurement errors, it was determined that the sampling theorem may be followed. The now identified and parameterized filaments furthermore may be graphically represented by a user and immediately or subsequently may be processed. The hues of the filaments may be displayed in the representation accordingly as a function of the geometric features, for example, center of gravity, surface area, axial ratio, or direction, so that the transition between the flow states may be identified as continuous transitions. This permits a substantially differentiated visual analysis as the discrete representation.

Alternatively, the graphical representation of the analyzed object for example, a model of an aircraft may be subdivided into so-called Voronoi cells. In each Voronoi cell, a filament is located, which is arranged in the center of its Voronoi cell.

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2: Marketing Controls

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The four basic type of strategic control are- 1. Premise control- It identifies the key assumptions and keeps track of any change in them to assess its impact on strategy and implementation. The goal is to find if the assumptions are still valid or not. It is generally handled by the corporate planning staff considering the environmental and organizational factors. Implementation control- It includes evaluating plans, programs, projects, to see if they guide the organization to achieve predetermined organizational objectives or not. It leads to strategic rethinking. It consists of identification and monitoring of strategic thrusts. Strategic surveillance- It aims at generalized control. It is designed to monitor a broad range of events inside and outside the organization that are likely to threaten the course of the firm. Organizational learning and knowledge management systems capture the information for strategic surveillance. Special Alert control- It is a rapid response or immediate reassessment of strategy in the light of sudden and unexpected events. It can be exercised through formulation of contingency strategies and a crisis management team. What standards should be set? How should the standards be set? In what terms should these standards be expressed? The firm must identify the areas of operational efficiency in terms of people, processes, productivity and pace. Standards set must be related to key management tasks. The special requirement for performance of these task must be studied. It can be expresses in terms of performance indicators. The criteria for setting standards may be qualitative or quantitative. Therefore standards can be set keeping in mind past achievements, compare performance with industry average or major competitors. Factors such as capabilities of a firm, core competencies, risk bearing ability, strategic clarity and flexibility and workability must also be considered. B Measurement of performance â€" Standards of performance act as a benchmark in evaluating the actual performance. Operationally it is done through accounting, reporting and communication system. The key areas which must be kept in mind are â€" difficulty in measurement, timing of measurement critical points and periodicity in measurement task schedule. The two main questions to focus upon are: Are the strategies still valid? Does the organization have the capacity to respond to the changes needed?

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3: MARKETING EVALUATION AND CONTROL by katrina onoya on Prezi

Implementation, evaluation and control are like the three legs of a stool; remove one, and the stool wobbles and crashes to the ground. If you remove one of these items from a marketing plan, it.

All three are necessary for the successful completion of marketing activities that help businesses achieve their strategic goals. Implementation The strategy section of a marketing plan describes the market position the business hopes to achieve given the current economic climate and competition. The implementation section outlines the exact steps the business will take to achieve the strategy. Both are equally important. Both must be equally well-conceived and executed to successfully achieve marketing goals. Implementation Missteps in the implementation phase of a marketing plan can be disastrous. Implementation means execution, or the actual steps the company will take to promote its business. These steps may include running ads, launching a website or sending direct mail. The best ideas still need to be enacted. The implementation phase of the marketing plan makes sure the marketing activities happen in the correct time and sequence for success. Evaluation The evaluation step of a marketing plan focuses on analyzing quantitative and qualitative metrics associated with the implementation and strategy. Quantifiable metrics are those to which numbers can be attached, such as the numbers of sales leads obtained, customers reached and dollar amounts achieved. Qualitative factors include measures of customer satisfaction. Evaluating the marketing plan means looking at the data and examining whether or not the company achieved its strategy objectives from the implementation phase. If it did, the steps can be replicated for future success. If not, changes can be made to improve performance and results. Control Controls are necessary for the evaluation phase. Controls established during the creation of the marketing plan provide benchmarks to assess how well the plan accomplished its goals. Controls are like goals; they give the company something to aim for when enacting the plan. Controls may include measures such as the marketing budgets and market share. Covering business, marketing, gardening and health topics, her work has appeared in the "Chicken Soup for the Soul" books, "Horse Illustrated" and many national publications.

4: Risk Evaluation and Control For Businesses- Cambridge Risk Solutions

26Evaluation and Control Problems in Measuring Performance:1)Lack of quantifiable objectives/performance standards2)Lack of timely and valid information3) Side effects of measurement (DEMING was against quantifiable goals) Short-term orientation(ROI) manipulation of earnings /investment Goal.

5: Why Are Implementation, Evaluation & Control of the Marketing Plan Necessary? | www.enganchecuba

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