Product Pricing Strategies

Total Marks: 30

1. Give short answers to the following questions: (20)

i. Discuss the objectives of pricing in detail.
ii. What is the difference between predatory pricing and price discrimination?
iii. How would you distinguish between collusive tendering and collusive bidding?
iv. What is the difference between fixed costs and variable costs?
v. Outline the factors that affect price determination.

2. Discuss the basic methods of pricing determination in detail. (10)