**Group 11 Mkt 3350**

**Chapter 15**

1. All of the following are consumer pricing tactics except?

1. Price Lining
2. Price Bundling
3. Cost Based
4. Leader Pricing

2. \_\_\_\_\_\_\_\_\_ is a strategy of selling a new product or service at a high price that consumers are willing enough to pay in order to obtain it?

1. Price Lining
2. Price Fixing
3. Price Segmentation
4. Price Discrimination
5. Penetration Price

3. A(n) \_\_\_\_\_ strategy is attractive because it attracts two distinct market segments: those who are not price sensitive along with more price-sensitive customers.

1. cost-based pricing
2. high/low pricing
3. predatory pricing
4. EDLP
5. competitor-based  pricing

4. Retailers using a high/low pricing strategy often communicate this through the creative use of \_\_\_\_\_, which is the price against which buyers compare the actual selling price of the product and that facilitates their evaluation process.

1. price lining
2. the improvement value
3. prices ending in odd numbers
4. a reference price
5. the cost of ownership

5). Which of the following is not a type of product?

1. Consumer Product
2. Shopping Product
3. Return Product
4. Convenience Product
5. Unsought Product

6) What type of product would be bought by people for their personal use?

1. Consumer Product
2. Shopping Product
3. Return Product
4. Convenience Product
5. Unsought Product

7) Retailer/Store brands, also called \_\_\_\_\_\_\_\_\_\_\_, are products developed by retailers.

1. National Brands
2. Product Lines
3. Manufacturer Brands
4. Private-label Brands

8) A quantity discount provides \_\_\_\_\_\_

1. A reduction to the invoice cost if the buyer pays the invoice price prior to the end of the discount period
2. A reduced price according to the amount purchased
3. Fees paid to retailers to get new products into stores
4. A price reduction to channel members if they agree to feature the manufacturer’s product in their advertising

9) Which of the following is not a common pricing practice that is considered to be illegal or unethical?

1. Deceptive reference prices
2. Bait and switch
3. Cash discounts
4. Loss-leader pricing

 10) \_\_\_\_\_\_\_ is a customer discount in which a portion of the purchase price is returned to the buyer in cash; the manufacturer, not the retailer, issues the refund.

1. price fixing
2. coupon
3. rebate
4. markdown

 11) By using \_\_\_\_\_, a firm may set their prices to reflect the way they want customers to interpret their own prices relative to competitor’s

1. Competition-based pricing method
2. Improvement value
3. Value-based pricing method
4. Cost-of-ownership method

12) Which of the following is NOT a pricing strategy?

1. Customer-based pricing
2. Competition-based pricing
3. Value-based pricing
4. Cost-based pricing

13) Which of the following pricing methods is considered unethical?

1. Leader Pricing
2. Price Bundling
3. Loss-leader pricing
4. Mark downs

14) When introducing a new product, which pricing strategies should be considered?

1. Market Penetration Pricing
2. Price Skimming
3. Both A and B
4. None of the above

15) Improvement value ­­

* 1. Is an estimate of how much more (or less) a customer is willing to pay for a product
  2. Is a strategy to convince a customer that a product is worth more than it actually is
  3. Is a strategy to improve the manufacturing process of a product
  4. Is an estimated time line used to estimate the value of a product over time

16) The three price setting strategies are

* 1. Value, Usefulness Pricing, and Need Pricing
  2. Cost based pricing, Value Based Pricing, Demand Pricing
  3. Value Based Pricing, Cost Based Pricing, Competition Based Pricing
  4. Demand, Value, Supply

17) Retailer who sell overstocked merchandise to unauthorized discount dealers are part of the

a. Black Market

b. Gray Market

c. Mixed Market

d. Retail Market

18) MSRP is an acronym for

* 1. Manufacturer’s Suggested Retail Price
  2. Manufacturing Selling Retail Price
  3. Merchandise Sale Recommended Price
  4. Merchant Suggested Retail Price

19) Criticized by small manufacturers of grocery products, \_\_\_\_\_ are fees paid to retailers simply to get new products into stores or to gain more or better shelf space for their products.

1. Seasonal Allowances
2. Cash Discounts
3. Advertising Allowances
4. Slotting Allowances

20) With use of \_\_\_\_\_\_\_ pricing, a shipper charges one rate no matter where the buyer is located.

1. Even
2. Uniform Delivered
3. Cost-based
4. Category Delivered

Answers:

1. C
2. C
3. B
4. D
5. C
6. A
7. D
8. B
9. C
10. C
11. A
12. A
13. C
14. C
15. A
16. C
17. B
18. A
19. D
20. B