1. What are the different strategies for setting pricing?
2. Cost based
3. Competitor based
4. Value based
5. A and B
6. All of the above
7. How can you use value-based strategies for setting prices?
8. Compare prices to competitors
9. Conduct a customer survey
10. Determine consumer value perceptions
11. Value your product how you see fit

3. What are the two main pricing strategies?

1. Everyday low pricing & Value Based
2. Everyday low pricing & High/Low Pricing
3. Cost based & Value Based
4. Value based & High/Low Pricing

4. What pricing strategies should be considered when introducing a new product?

1. Price Skimming and Penetration Pricing
2. Everyday Low Pricing and high/low pricing
3. Price skimming and everyday low pricing
4. Everyday low pricing and penetration pricing

5. What is *NOT* a pricing tactic aimed at consumers?

1. Mark downs
2. Mark ups
3. Rebates
4. Coupons

6. What is the purpose of Price Bundling?

1. Encourage Sales of Slow moving items
2. Incentive to purchase
3. Encourage stock up
4. All of the above

7. What is price skimming?

1. When a customer overlooks the value of an item
2. When a retailer over value an item
3. Strategy that involves consumers paying a *higher* price to obtain a new product
4. Strategy that involves consumers paying a *lower* price to obtain a new product

8. Which of the following is not a commonly price bundled item?

1. Meals at fast-food restaurants
2. Cruise vacations
3. Residential housing
4. Grocery store items

9. Why would businesses benefit from seasonal pricing?

1. They can sell products for higher prices
2. Some vendors offer extra discounts
3. More competition
4. Little federal regulation

10. What is the purpose of a cash discount?

1. Encourage buyers to pay before the discount period ends
2. To give customers more time to pay off debt
3. To save money for the buyer
4. Publicity

11. Which of the following is a potential problem associated with cost-based pricing methods?

1. Simplicity
2. Doesn’t consider customer’s perceived value
3. Assumes costs vary for different levels of production
4. Costs are not calculated on a per-unit basis

12. Which of the following is used to generate store traffic?

1. Bait and switch
2. Price skimming
3. Zone pricing
4. Markdowns

13. The objective of \_\_\_\_\_\_\_\_ is to build sales, market share, and profits quickly by providing an incentive to purchase the product immediately.

1. Price Lining
2. Price Skimming
3. Market Penetration Pricing
4. Price Fixing

14. Manufacturers like \_\_\_\_\_ because it allows them to offer price cuts to consumers directly, rolling them out and shutting them off quickly.

1. Markdowns
2. Quantity Discounts
3. Seasonal Discounts
4. Rebates

15. Enticing consumers into the store with popular aggressively priced items and hoping they will pick up other items while shopping is known as what?

1. Leader Pricing
2. Price Fixing
3. Value Based
4. Leasing

16. Why is leasing popular for cars?

1. It allows customers to buy a car at a cheaper price
2. It lets consumers drive a better car than they can afford
3. It allows customers to trade in their car for another one of equal value
4. All of the above

17. What is a benefit of Price Lining?

1. Consumers pay a *higher* price to obtain a new product
2. Encourage sales of slow moving items
3. Allows for easy comparison
4. Customers buy more products

18. With \_\_\_\_\_\_\_\_\_, the shipper charges one rate, no matter where the buyer is located.

1. Uniform Delivered Pricing
2. Price Lining
3. Zone Pricing
4. Price Skimming

19. Grocery stores charge a \_\_\_\_\_\_\_\_\_\_\_\_ for eye-level shelf space.

1. Slotting fee
2. Quantity discount
3. Price bundle
4. Zone price

20. What is it called when a company set prices low with the intent to drive competitor(s) out of business?

1. Price Zoning
2. Price Lining
3. Predatory Pricing
4. Zone Pricing
5. E
6. C
7. B
8. A
9. B
10. D
11. C
12. C
13. B
14. A
15. B
16. D
17. C
18. D
19. A
20. B
21. C
22. A
23. A
24. C