**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI-ABUJA**

**FACULTY OF MANAGEMENT SCIENCES**

**JANUARY 2018 EXAMINATION**

**EXAM QUESTIONS**

**COURSE CODE: MKT 829 CREDIT UNIT: 3UNITS**

**COURSE TITLE: PRICING POLICIES**

**TIME ALLOWED: 2 ½ HOURS**

**Instruction:** Attempt question (1) and any three others. Question (1) carries 25 marks while others carry 15 marks each. Present your answer legibly and logically using relevant examples.

Question 1.

1. Discuss types of intermediaries associated with direct channel of distribution. (4 marks)
2. Define pricing strategy and discuss the factors that marketers take into consideration in crafting their pricing strategies. (4 marks)
3. Discuss the major factors that marketers consider while setting prices on their products. (7 marks)

Question 2

1. Discuss the three most important product characteristics affecting pricing.
2. Describe the four most common pricing objectives (15 marks)

Question 3

Under what conditions would penetration pricing likely be the most effective and desirable approach? (15 marks)

Question 4

Write short notes on the following

* Captive pricing
* Premium pricing
* Bait pricing
* Price lining (15 marks)

Question 5

Define price fixing and discuss its two broad types. (15 marks)

Question 6

1. Discuss the meaning and role of discounts in product pricing and marketing
2. List and explain the five kinds of discounts that are especially important to marketers. (15 marks)