



NATIONAL OPEN UNIVERSITY OF NIGERIA

91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA

FACULTY OF MANAGEMENT SCIENCES

EXAMINATION 2019_2

COURSE TITLE: PRICING POLICIES

COURSE CODE: MKT 829

CREDIT UNIT: 3

TIME ALLOWED: 2¹/₂HOURS

INSTRUCTION: 1. Attempt question number one (1) and any other three (3)

**2. Question number one (1) is compulsory and attracts 25 marks,
while any other three questions attract 15 marks each**

3. Present your answers in a clear and orderly manner

- 1a). Discuss demand factors that affect pricing policy of an organization? **(15Marks)**
- b) Identify the four most common pricing objectives? **(4Marks)**
- c). What are components considered in cost- oriented price **(6Marks)**
- 2) What do you understand by the term price elasticity of demand and how can this help a marketer in making pricing decision? **(15Marks)**
- 3) Explain what you understand by “Price skimming” and its benefit to marketers? **(15Marks)**
- 4). Describe what you understand by product line pricing and various strategies that a marketer may adopt? **(15Marks)**
- 5a) What is price discrimination, and why is it illegal? **(5Marks)**
- 5b). Discuss any two types of price discounts you know **(10Marks)**
- 6a). Franchising is a good business. It offers lots of opportunities to both the franchiser and the franchisee. However it has its problems as well: Discuss ? **(5Marks)**
- b) Discuss the importance of pricing to pricing policies **(10Marks)**