

# Unit 7 - week 5

## Course outline

How does an NPTEL online course work?

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## Assignment 5

The due date for submitting this assignment has passed.  
As per our records you have not submitted this assignment.

**Due on 2020-03-04, 23:59 IST.**

- 1) Market skimming works when \_\_\_\_\_ 2 points
- a. High current demand  
b. High price reflects high quality of product  
c. Both a and b  
d. None of these
- a  
 b  
 c  
 d
- No, the answer is incorrect.**  
**Score: 0**  
**Accepted Answers:**  
c
- 2) In market skimming, high initial price does not fetch more competitors to the market. 2 points
- a. True  
b. False
- a  
 b
- No, the answer is incorrect.**  
**Score: 0**  
**Accepted Answers:**  
a
- 3) Marketers set the price of the product based on \_\_\_\_\_ 2 points
- a. Demand Forecast  
b. Market share  
c. Product quality leadership  
d. All of the above
- a  
 b  
 c  
 d
- No, the answer is incorrect.**  
**Score: 0**  
**Accepted Answers:**  
d
- 4) In Marketing, \_\_\_\_\_ refers to what we get for what we pay. 2 points
- a. Revenue  
b. Product  
c. Value  
d. None of the above
- a  
 b  
 c  
 d
- No, the answer is incorrect.**  
**Score: 0**  
**Accepted Answers:**  
c
- 5) Value pricing is a method in which the firm wins loyal customers by charging a fairly low price for a high quality offering. 2 points
- a. True  
b. False
- a  
 b
- No, the answer is incorrect.**  
**Score: 0**  
**Accepted Answers:**  
a
- 6) In first degree of price discrimination \_\_\_\_\_ 2 points
- a. The seller charges a separate price to each customer depending on the intensity of his or her demand.  
b. The seller charges less to buyers who buy a larger volume.  
c. The seller charges different amounts to different classes of buyers.  
d. None of the above
- a  
 b  
 c  
 d
- No, the answer is incorrect.**  
**Score: 0**  
**Accepted Answers:**  
a
- 7) In heavy traffics, suddenly tariff for services of Ola/ Uber increased from regular 7 Rs. / Km to 10 Rs. / Km. This gives an idea that Ola/Uber used the following strategy: 2 points
- a. Price Differentiation  
b. Mark Pricing  
c. Dynamic Pricing  
d. Perceived value pricing
- a  
 b  
 c  
 d
- No, the answer is incorrect.**  
**Score: 0**  
**Accepted Answers:**  
c
- 8) Price bundling is combining several products or services into a single comprehensive package for an all-inclusive reduced price. 2 points
- a. True  
b. False
- a  
 b
- No, the answer is incorrect.**  
**Score: 0**  
**Accepted Answers:**  
a
- 9) Segmentation pricing is where varying prices are set for different groups of customers. Economists call this approach \_\_\_\_\_ 2 points
- a. Price discrimination.  
b. Internal pricing.  
c. Listed pricing.  
d. Cost pricing.
- a  
 b  
 c  
 d
- No, the answer is incorrect.**  
**Score: 0**  
**Accepted Answers:**  
a
- 10) \_\_\_\_\_ allows us to determine how the quantity of an offering relates to the price at which it is offered: 2 points
- a. Price bundling.  
b. Price elasticity.  
c. Price inelasticity.  
d. Price inflation.
- a  
 b  
 c  
 d
- No, the answer is incorrect.**  
**Score: 0**  
**Accepted Answers:**  
b