

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.

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

Question 2

- a. Discuss the three most important product characteristics affecting pricing.
- b. 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

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