



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2023_1 POP EXAMINATION

COURSE CODE: MKT829

COURSE TITLE: PRICING POLICIES

CREDIT UNIT: 3

INSTRUCTION:

1. Indicate your Matriculation Number clearly
2. Attempt question one (1) and any other three (3) questions; four questions in all
3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.
4. Present all your points in a coherent and orderly Manner

TIME ALLOWED: 2½ Hours

1. Expatiate the term of pricing policy [10 marks]
 - a. Explain the demographical and psychological elements that influence pricing policy in a few sentences, including four (4) questions or management considerations for each [15 marks]
2. What exactly do you mean by penetration pricing? [5 marks]
 - a) What are the five (5) conditions under which pricing penetration can be effective and desirable. [10 marks]
3. explain the following.
 - a) Price fixing [5 marks]
 - b) Channels of Distribution [5 marks]
 - c) Price discrimination [5 marks]
4. What exactly do you mean by franchising? [5 marks]
 - a) Describe the benefits and drawbacks of franchising. [10 marks]
5. Describe the phrase "price" in detail. [5 marks]
 - a) Describe five pricing objectives. [10 marks]
6. List and describe three (3) aspects that influence market communication decisions. [10 marks]
 - a) What does the word marketing communication mix mean? [5 marks]