



INDIAN SCHOOL MUSCAT

DEPARTMENT OF HUMANITIES AND COMMERCE

WORK SHEET- 2

MARKETING (SUBJECT CODE 812) CLASS XII

UNIT – 2 - PRICE

1.	Under this pricing policy, different customers are charged different prices: a. Skimming-the-cream b. Penetrating c. Follow-the-leader d. Discriminating
2.	If one of the firms in an industry sets the price of the product and all other firms sell at the same price, it will be called a) Non-competitive price b) Option less price c) Follow-the-leader price d) Non-discriminatory price
3.	This is the amount that the customer has to pay to receive a good or service (a) Price (b) Display price (c) Discount price (d) Retail price
4.	Intensity of demand for the product would be different with different desires and wants Identify the type of method of pricing a. Skimming pricing b. Perceived value price. c. Differential pricing d. Penetration price policy
5.	Which pricing method are customary pricing and price lining examples of? a. Dual pricing b. Leader pricing c. psychological pricing d. Prestige Pricing
6.	Discount in a well manner way on performance, awarded by manufacturers to members of distribution channels is classified as a) Non-functional discount b) Functional discount c) Quantity discount d) Descriptive discount
7.	Price of product is subtracted from variable cost than divided by fixed cost for calculation is a) unit cost b) break-even volume c) target return price d) target return cost

8.	Pricing strategy uses by companies, operating in price sensitive market is classified as a) Market penetration pricing b) Market skimming pricing c) Quality leadership pricing d) Push pricing strategy
9.	Reduction in price awarded to customers who buy products in large volumes is classified as a) Non-functional discount b) Discount c) Quantity discount d) Descriptive discount
10.	Costs of products that do not fluctuate with level of production are classified as a) Quality costs b) Augmented costs c) Variable costs d) Fixed costs
11.	If demand of product changes considerably with small change in price then demand is said to be a) interactive b) augmented c) elastic d) inelastic
12.	_____ deals with the specification of the actual good or service and how it relates to the target customer. a) Price aspect b) Product aspect c) Promotion aspect d) Place aspect
13.	_____ concerns with pricing policies for late entrants to a market. a) Market skimming b) Marketing research c) Elasticities d) Market penetration
14.	Setting a low initial price to attract a large number of buyers quickly and cover the large market share is known as a) Skimming pricing b) Going-rate pricing c) Value based pricing d) Penetration pricing
15.	_____ is the price that a buyer carries in their mind and refers to it when they look at the given product a) Psychological pricing b) Segmented pricing c) Product-line pricing d) Reference pricing
16.	_____ is the straight reduction in price on purchase during a stated period of time. a) Discount b) Allowance

	<p>c) Sale d) All of the above</p>
17.	<p>A measure of sensitivity of demand to change in price is known as _____</p> <p>a) Inelastic b) Price elasticity c) Break-even price d) Cost-plus price</p>
18.	<p>Adding a standard mark up to the cost of the product refers to _____</p> <p>a) Inelastic b) Price elasticity c) Break-even price d) Cost-plus price</p>
19.	<p>Which is the tool that will help to increase the sale of product among the existing customers itself?</p> <p>a) Premium and bonus offer b) Free samples c) Discount offers d) Free gifts</p>
20.	<p>The practice of charging different price with different customers is called _____</p> <p>a) Price discrimination b) Discount c) Allowance d) Two-part pricing</p>
21.	<p>What is Penetrating Price policy? Give one example.</p>
22.	<p>State any two points of importance of pricing.</p>
23.	<p>How does break-even-pricing work?</p>
24.	<p>What are controllable factors of pricing? Explain briefly.</p>
25.	<p>Why is pricing an important element in marketing mix? Explain briefly.</p>
26.	<p>State uncontrollable factors of pricing.</p>
27.	<p>How does discount allowed affect price of a product?</p>
28.	<p>Briefly explain the importance of pricing in marketing?</p>
29.	<p>How do the pricing objectives of a firm affect the price of a product? Explain</p>
30.	<p>Describe the different methods of price determination.</p>
31.	<p>Briefly describe the various pricing strategies.</p>
32.	<p>Why is pricing important for the consumers in the process of decision making?</p>
33.	<p>Explain any 3 factors affecting pricing decisions of a firm.</p>
34.	<p>List and explain ways in which price discrimination occurs.</p>
35.	<p>“Pricing is not an end in itself but a means to achieving certain objectives of the marketing department of a firm.” Discuss.</p>
36.	<p>“Economic conditions and government regulations play a vital role in determining product price.” Comment.</p>