

## Unit 4.5

### The 4 Ps – Price

#### Task 5 – Pricing Strategies Vocab Quiz

Skimming
Psychological
Price leadership
Price discrimination
Predatory
Penetration
Loss leader
Cost-plus

#### Task 6 – True or False?

	True / False
a.	F
b.	T
c.	T
d.	T
e.	T
f.	T
g.	F
h.	T
i.	F
j.	T

#### Task 7 – Pricing Strategies Multiple Choice

1. B. Profit margin
2. B.  $\$4 (\$10\,600 + \$12\,000 + \$25\,000) \div 11\,900 = \$4$
3. A. \$3.95
4. C. 50%
5. D. Prices are set according to the average price level
6. C. Predatory pricing
7. A. Maximise short term profit margins
8. D. To introduce an original and unique product
9. C. Predatory pricing
10. B. Loss leader pricing
11. C. Price discrimination
12. A. Price discrimination
13. A. \$9.95
14. B. Airline operators
15. C. Predatory pricing