**Pricing Evaluation**

40

1. For each of the following pricing policies, provide a definition of the policy (1 mark) and provide a specific example of a real company using that pricing policy (1 mark) (20 marks total)
2. Price Skimming
3. Loss Leader
4. Price Lining
5. EDLP
6. Upsizing
7. Negotiated Pricing
8. Interest-free Pricing
9. Combo Pricing
10. BOGO
11. Psychological Pricing
12. What are the 3 major portions that contribute to a products price? Give a brief explanation for each part. (6 marks)
13. What does the Law of Demand say? (2 marks)
14. What does the Law of Supply say? (2 marks)
15. What is Price Sensitivity? Give an example of a product that is price sensitive and explain why you think that. (4 marks)
16. Explain how the law of supply and demand work together to find the equilibrium price. (it may be easier if you use the example of a product and how demand and supply are affected by its price) (6 marks)