

26 Lecture - MGT301

Important Subjective

1. **What are price adjustment strategies?**

Answer: Price adjustment strategies are the methods or techniques used by businesses to modify or change the price of a product or service in response to various internal or external factors.

2. **What is price skimming?**

Answer: Price skimming is a pricing strategy in which a company sets a high price for its new or innovative product initially to target early adopters or customers with high willingness to pay.

3. **What is a promotional discount?**

Answer: A promotional discount is a short-term price reduction offered by businesses to promote or increase sales of a product or service.

4. **What is dynamic pricing?**

Answer: Dynamic pricing is a pricing strategy in which a company changes the price of a product or service based on market demand, supply, and other factors.

5. **What is a price bundling strategy?**

Answer: Price bundling is a pricing strategy in which two or more products or services are offered together at a reduced price compared to the individual price of each item.

6. **What is price discrimination?**

Answer: Price discrimination is a pricing strategy in which businesses charge different prices to different customers for the same product or service based on factors such as location, income, age, etc.

7. **What is a cash discount?**

Answer: A cash discount is a price reduction offered by businesses to customers who pay in cash or within a short period.

8. **What is a quantity discount?**

Answer: A quantity discount is a price reduction offered by businesses to customers who purchase a large quantity of a product or service.

9. **What is a value-based pricing strategy?**

Answer: A value-based pricing strategy is a pricing approach in which a company sets its price based on the perceived value of its product or service in the eyes of its customers.

10. **What is a geographical pricing strategy?**

Answer: A geographical pricing strategy is a pricing approach in which a company charges different prices for its product or service in different geographic locations based on factors such as shipping costs, taxes, and competition.