

**K.E. Society's
Rajarambapu Institute of Technology, Rajaramnagar
(An Autonomous Institute, Affiliated with SUK)**

Unit Test - I (April 2023)

F.Y. M.B.A. (IEV) Sem. I

Qp code
UT328

Course Code : MIV1041

Day & Date : Thursday, 27.04.2023

Max. Marks : 25

Course Name : Pricing Management

Time : 02:30 pm – 03:30 pm

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- Instructions:** 1. All Questions are compulsory
2. Figures to the right indicate maximum marks
3. Assume suitable data if not given

No.	Question	Marks	CO
Q.1)	Discuss how pricing strategies influence consumer behavior with a suitable example.	9	CO_1

Q.2)	Elaborate on the Penetration Pricing Strategy with advantages, disadvantages, and any one example.	8	CO_2
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OR

If your company has a positive brand perception and a loyal customer base, you can often charge a premium price for your high-quality, branded products. Do you agree? Justify

Q.3)	Value creation is an essential base to support a profitable and lasting business. Comment.	8	CO_2
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OR

Differentiate between Economic Value and Monetary Value with an example.

