

QP  
UT427

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

**Unit Test - II (June 2023)  
F.Y. M.B.A. (IEV) Sem. II**

**Course Code : MIV1041**

**Course Name : Pricing Management**

**Day & Date : Thursday, 01.06.2023**

**Time : 02:30 pm – 03:30 pm**

**Max. Marks : 25**

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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)	Elaborate on the tactics for pricing differently across segments with a suitable example.	9	CO_3

Q.2)	Discuss pricing challenges or opportunities in any industry of your choice.	8	CO_3
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**OR**

Price fences are rules and regulations constructed to prohibit customers from leaping from one segment to another in an attempt to receive a lower rate. **Comment.**

Q.3)	Every organization faces a problem of setting the prices of products. Discuss Price Setting Process with a suitable example.	8	CO_4
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**OR**

How do you communicate the price to the market? Discuss with an example.



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