

ASSESSMENT # 4

Total Marks: 30

- 1. Give short answers to the following questions: (20)**
 - i.** Discuss the objectives of pricing in detail.
 - ii.** What is the difference between predatory pricing and price discrimination?
 - iii.** How would you distinguish between collusive tendering and collusive bidding?
 - iv.** What is the difference between fixed costs and variable costs?
 - v.** Outline the factors that affect price determination

- 2. Discuss the basic methods of pricing determination in detail. (10)**