Principles Of Marketing 13e Kotler | Questions and Answers

A company sets not a single price, but rather a	that covers different items in its line
that change over time as products move through thei	r life cycles. ** Answ** pricing
structure	
Companies facing the challenge of setting prices for	the first time can choose between two broa
strategies: market-penetration pricing and	. ** Answ** market-skimming pricing
Of the following, which statement would NOT supporteduct?	ort a market-skimming policy for a new
A) The product's quality and image support its highe	
 A) The products quality and image support its highe B) Enough buyers want the products at that price. 	er price.
C) Competitors are not able to undercut the high price	Die
 D) Competitors can enter the market easily. 	
E) C and D ** Answ** D) Competitors can enter	r the market easily.
A firm is using when it charges a high, pro	emium price for a new product with the
intention of reducing the price in the future. ** An	sw** price skimming
pricing is the approach of setting a low in	itial price in order to attract a large number
of buyers quickly and win a large market share. **	Answ** Market-penetration
Accent Software faces the conditions below, all of w	which support Accent's use of a market-
penetration pricing strategy EXCEPT that	.
A) the market is highly price sensitive	
B) production and distribution costs will fall as sales	volume increases

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Yan Bai

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