



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Department: Commerce
Subject: Marketing	Part I – Subject Specific Skills
Worksheet: 02	Chapter 2: Price (Case Based Questions)

1. A simple jewellery store in the Chandni Chowk market of Delhi will set price of its ornaments based on cost of gold/silver and making charges (cost of labour for making a particular piece of jewellery). But a high-end jewellery store such as Kalyan Jewellers or Tanishq will price similar ornaments at a much higher price owing to its brand-value and reputation in the market

Identify the aspect of production highlighted in the above given case.

Ans: Brand and quality of product

2. What is a bullish attitude?

Ans: During a boom-period in the economy, when market conditions are favourable due to bullish attitude or inflationary trend, firms can afford to fix higher prices of their products.

3. What is bearish attitude?

Ans: During slump-period when market conditions are un-favourable due to „bearish attitude“, firms have to lower the prices of products to keep the business going and to clear off their old stocks.

4. Rakesh and his friends decided to take their families to the newly launched restaurant in their locality. He decided to check the menu online. While doing so he noticed that the price of a cup of coffee was relatively higher as compared to their regular restaurant. Rakesh informed his friends that the place is too expensive as compared to their regular restaurants.

Identify and explain the demand based method of pricing given in the above scenario

Ans: Perceived pricing (For explanation refer to ans in the notes)

5. Airtel initially kept high prices for its mobile services, but by entry of Vodafone, Idea and reliance Jio the prices for various mobile services have been slashed.

Identify and explain the type of cost oriented pricing.

Ans: Competition-oriented pricing or market driven pricing (for explanation refer to ans in the notes)