

4.

(a) Uniform Pricing / Non-uniform pricing

800 Hotel  $\rightarrow$  500.

500 Airfare + Hotel (800/500)  $\rightarrow$  0, 400.

800 Airfare (800)  $\rightarrow$  500.

保留價格 = 需求價格

(b)  $900 - 600 = 300 \times 3 = 900$ . (uniform pricing)

$300 \times 2 + 400 = 1000$  (non-uniform pricing)

(c) Separate Pricing  $800 - 300 = 500$ .  $500 \times 2 = 1000$

Bundling 1000.  $1000 - 600 = 400$ .

$1000 + 400 = 1400$