

week 13

Uniform Pricing / Non-uniform pricing

$$(a) 800 \cdot \text{Hotel} (1800) \Rightarrow 500, 500 \cdot \text{Airfare Hotel} \left( \frac{800}{500} \right) \Rightarrow 0,400$$

$$800 \text{ Airfare} \cdot (800) \Rightarrow 500$$

$$(b) 900 - 600 = 300 \times 3 = 900 \text{ (Uniform Pricing)}$$

$$300 \times 2 + 400 = 1000 \text{ (Non-uniform Pricing)}$$

$$(c) \text{ Separate Pricing} = 800 \cdot 800 - 3000 = 500 \times 2 = 1000$$

$$\text{Bundling} = 1000 \cdot 1000 - 600 = 400 \Rightarrow 1400$$