

Week 13

(a) 800, Hotel (800) \rightarrow 500 $500 - \text{Attr. Fare} + \text{Hotel} \left(\frac{800}{500} \right) > 0.400$

$$800 \text{ Attr. Fare} (800) = 500$$

(b) $900 - 600 = 300 + 3 = 900$ (Uniform Pricing)

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

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

$$\text{Bundling} = (1000 - 1600 - 600 = 400 \rightarrow 1400)$$