

Question #1 of 6

Question ID: 1469215

A firm is *least likely* to reduce its capital needs by adopting which of the following business models?

A) Asset-light.



B) Bundling.



C) Pay-in-advance.



Explanation

Bundling is a pricing strategy for multiple products. Firms that rent or lease major assets (an asset-light model) or receive cash before providing goods or services (a pay-in-advance model) tend to have less need for capital than firms that own fixed assets or do not collect cash in advance.

(Module 30.1, LOS 30.b)

Question #2 of 6

Question ID: 1469214

Nebrid Company describes itself as a B2B firm. This means that Nebrid:

A) is a marketplace for buyers and sellers.



B) provides both inbound and outbound logistics.



C) sells its products or services to other businesses.



Explanation

B2B businesses are those that sell their products to other businesses.

(Module 30.1, LOS 30.a)

Question #3 of 6

Question ID: 1469216

An example of macro risk that companies may face is:

A) exchange-rate risk.



B) ESG risk.



C) capital investment risk.



Explanation

Macro risks include economic factors such as exchange-rate changes. ESG risk and capital investment risk are examples of firm-specific risks.

(Module 30.1, LOS 30.c)

Question #4 of 6

Question ID: 1469213

Debrin Company uses a tiered pricing strategy. Debrin is *most likely* to:

A) offer a discount for buying a large number of units.



B) charge higher prices during peak times of day.



C) set a temporarily low price until it builds market share and scales up production.



Explanation

Tiered pricing refers to setting prices based on a customer's volume of purchases.

(Module 30.1, LOS 30.a)

Question #5 of 6

Question ID: 1469211

Binder Company describes itself as a direct sales business. In terms of its business model, this refers to Binder's:

A) channel strategy.



B) product or service.



C) pricing strategy.



Explanation

A channel strategy describes how a company will sell and deliver its product or service, such as selling directly to customers (direct sales) or through intermediaries such as retailers.

(Module 30.1, LOS 30.a)

Question #6 of 6

Question ID: 1469212

Redbin Software publishes a multiplayer video game. Redbin allows users to download the basic software at no charge and makes enhanced features available at various prices.

Redbin's pricing strategy is *best* described as:

A) hidden revenue.



B) penetration.



C) freemium.



Explanation

Freemium pricing refers to providing a basic product at no cost and selling or unlocking increased functionality for a price.

(Module 30.1, LOS 30.a)