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.

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.

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.

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.

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.

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.