**OM 386: Pricing & Revenue Management**

**Assignment #6**

*Please paste your answers within this file and save it as “HW6\_ eid1\_eid2\_eid3” (Where eids refer to your group members’ EIDs) on Canvas at appropriate place. If you used MS Excel or any other statistical software to arrive at your answers, please submit the relevant files/annotated code as well.*

**Write the names of your team members here**:

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**Part 1: Pricing Product Line**

This part is based on “Cambridge Software Corporation” case in the online course pack. Read the case and answer the following questions.

**Q1a**. If CSC offers only one version of Modeler, which version should it be, at what price, and which market segments should it sell to? (20 points)

A screenshot of a computer

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**Ans:**

**CSC should sell Industrial version of Modeler for $600 to Market segments:**

1. **Large, multidivisional corporations**
2. **Corporate R&D and university**
3. **Consultants and professional**

**Q1b.** If CSC has the option of offering more than one version, which ones should it offer, at what prices, and which market segments should it sell to? (50 points)

**Ans:**

**Calendar

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| --- | --- |
| **Segment** | **Modeler Version Sold** |
| **Large, multidivisional corporations** | **Industrial** |
| **Corporate R&D and university** | **Industrial** |
| **Consultants and professional** | **Commercial** |
| **Small businesses** | **Commercial** |
| **Students** | **Student** |

**Prices:**

**Industrial - $2,000**

**Commercial - $225**

**Student - $50**