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CHAPTER 12 Pricing Decisions and Cost Management Pricing ...

Chapter 12 Flashcards | Quizlet Pricing is the process whereby a business sets the price at which it will sell its products and services, and may be part of the business's marketing plan. In setting prices, the business will take

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12-1 CHAPTER 12 PRICING DECISIONS AND COST MANAGEMENT 12-1 The three major influences on pricing decisions are 1. Customers 2. Competitors 3. Costs 12-2 Not necessarily. For a one-time-only special order, the relevant costs are only those costs

CHAPTER 12 PRICING DECISIONS AND COST MANAGEMENT 12-1 12-2 ...

This price discrimination is legal because airlines are service companies rather than manufacturing companies and because these practices do not, nor are they intended to, destroy competition. 12-36 (25 min.) Ethics and pricing. 1. The \$500 spent on the basketball tickets is a sunk (past) cost, and is therefore irrelevant to the bid decision.

CHAPTER 12

12-3. Two examples of pricing decisions with a short-run focus: 1. Pricing for a one-time-only special order with no long-term implications. 2. Adjusting product mix and volume in a competitive market. 12-4 Activity-based costing helps managers in pricing decisions in two ways. 1. It gives managers more accurate product-cost information for ...

CHAPTER 12

Chapter 12: Pricing Decisions and Cost Management Discuss the three major influences on pricing decisions: How companies price a product or service ultimately depends on the demand and supply for it, Three influences on demand & supply: 1. Customers: influence price through their effect on the demand for a product or service,

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