



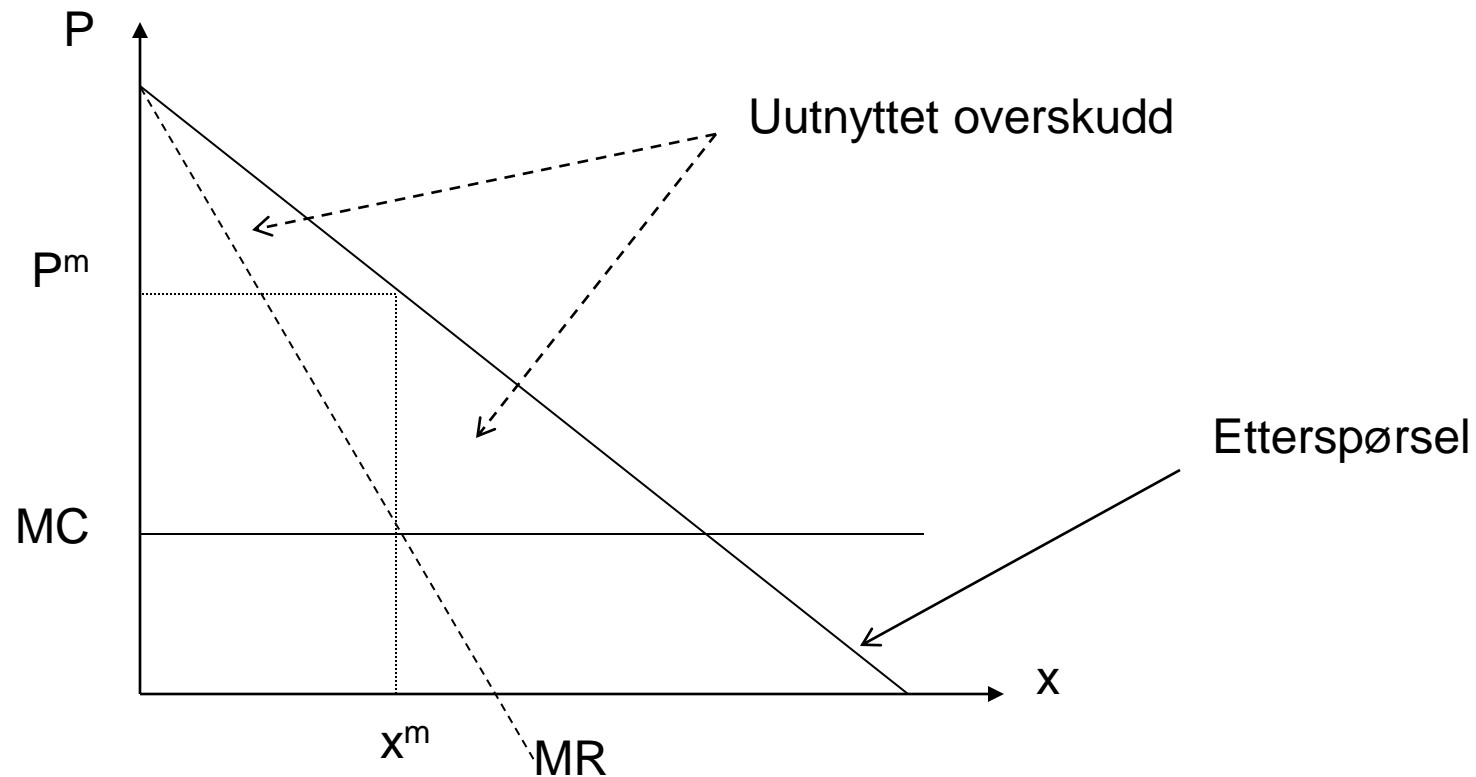
Næringsøkonomi og konkurransestrategi

Monopol og prisdiskriminering, PRN kap, 6.1 – 6.3 og Python Del 2 – 6.1

- *Ikke lineær prising og første- og andre grads prisdiskriminering*
- *To-delt tariff*
- *Blokkprising*

1. grads prisdiskriminering, kap 6.1

perfekt prisdiskriminering



To-delt tariff, kap. 6.1.1

Eksempel: Skisenter som betjener to typer av kunder

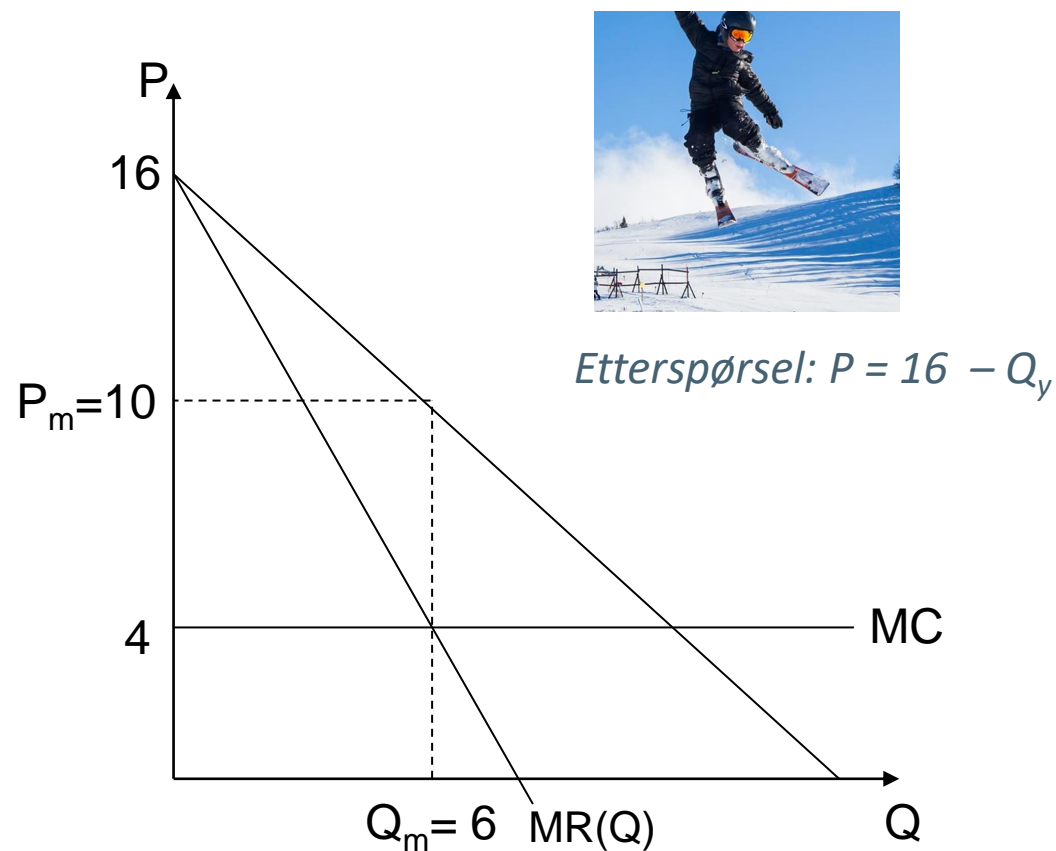
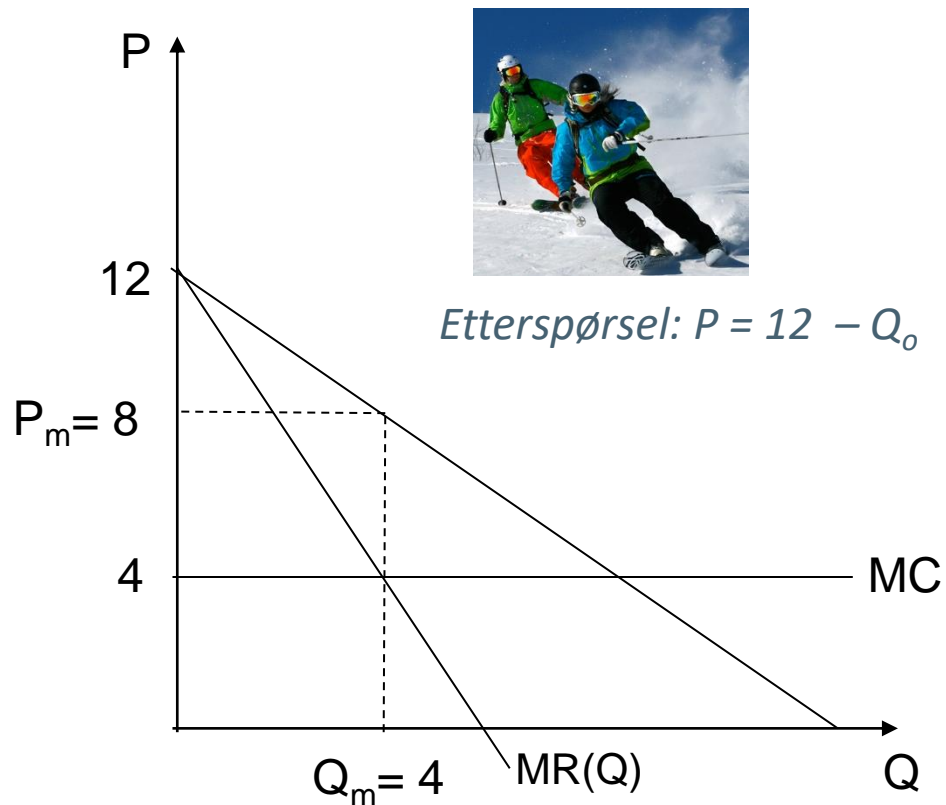


Etterspørsel Voksen: $P = V_o - Q_o = 12 - Q_o$



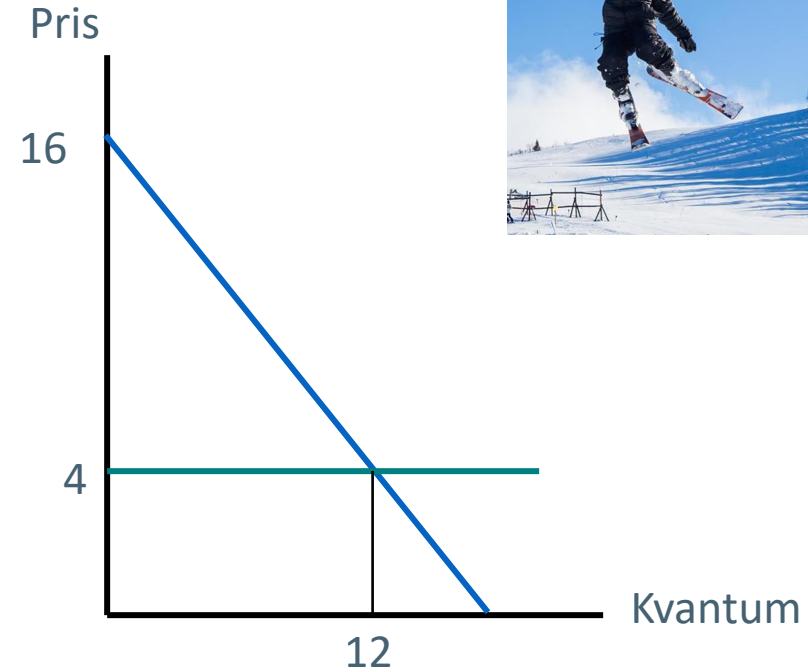
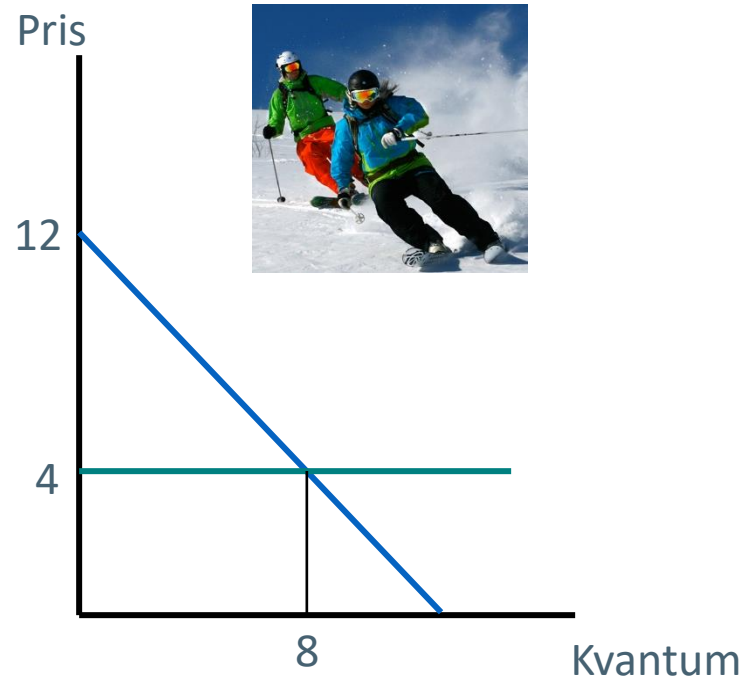
Etterspørsel Ung: $P = V_y - Q_y = 16 - Q_y$

Optimal tilpasning ved 3. grads prisdiskriminering



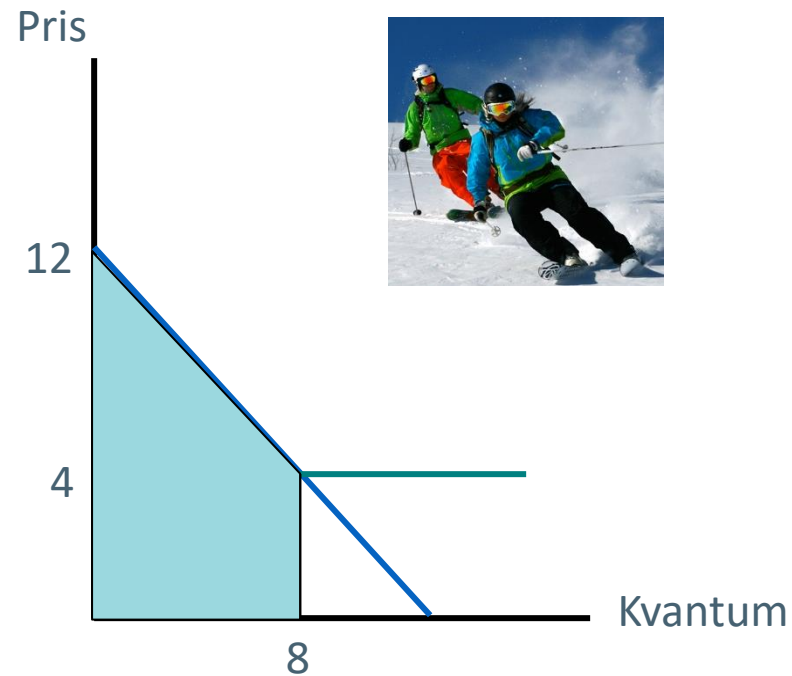
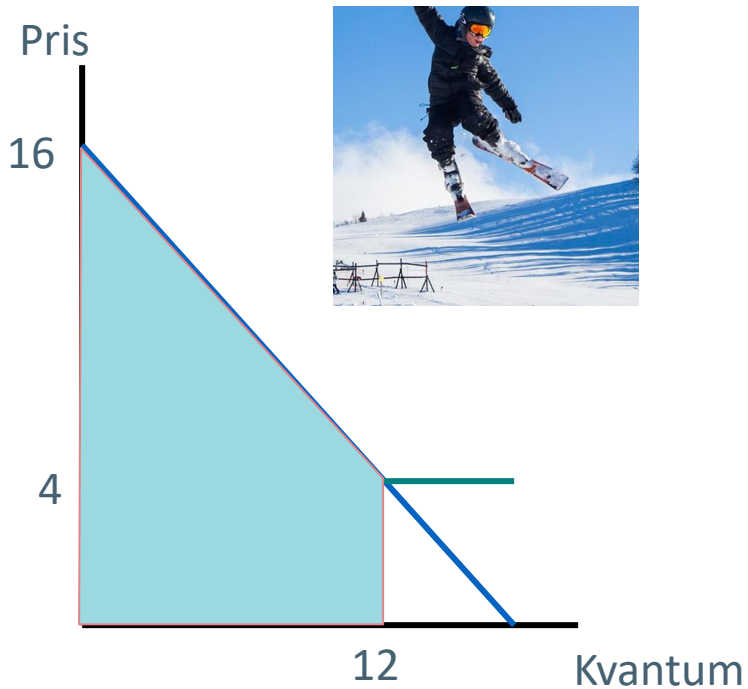
To-delt tariff: $T(Q) = F + PQ$

Optimal tilpasning ved to-delt tariff



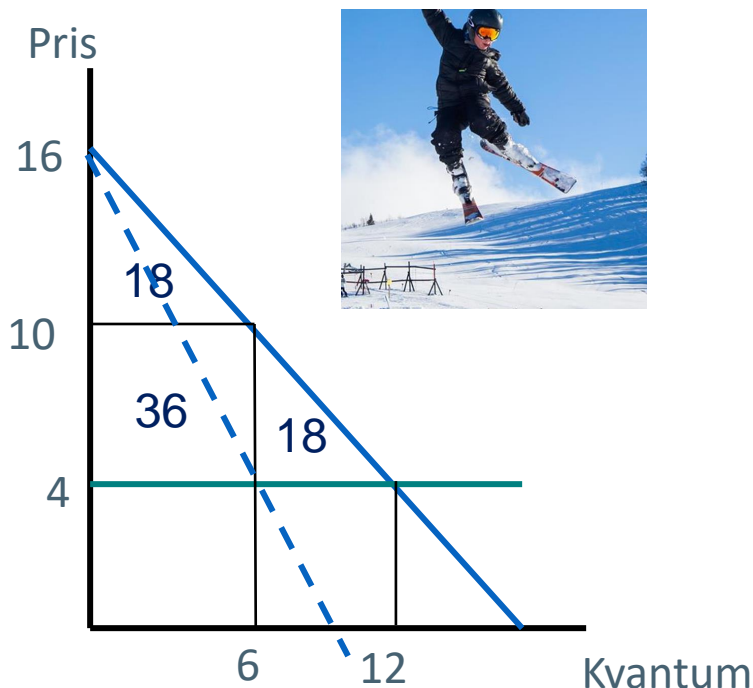
Blokkprising, kap. 6.1.2

Skisentret kan tilby en *pakke* som består av **Inngang** pluss **X** antall heisturer



Oppsummering

Optimal tilpasning ved 3. grads prisdiskriminering

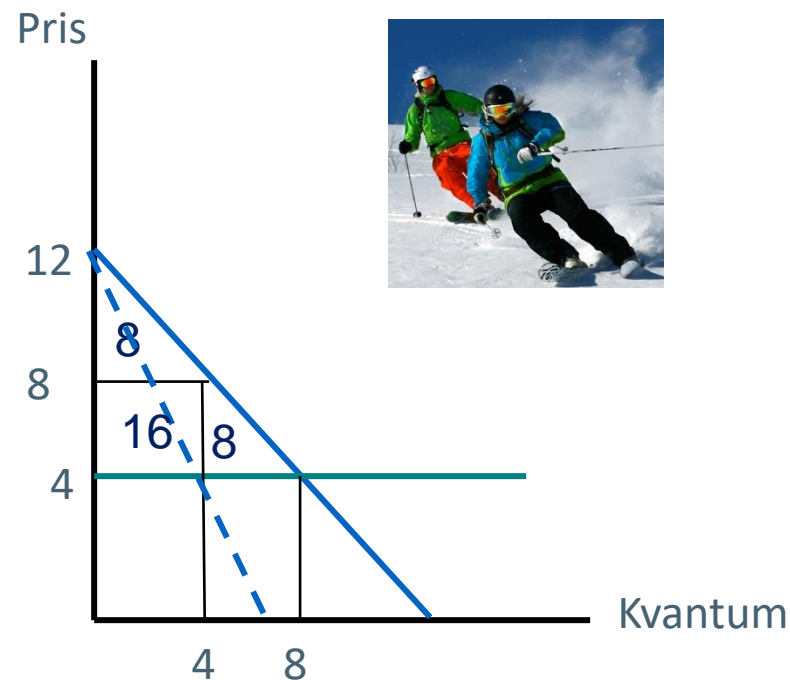


Uniform pris: $P_0 = 10$ (6 turer) $\Rightarrow \pi = 36$

Todelt tariff: $T_0 = 18 + 10Q$ (6 turer) $\Rightarrow \pi = 54$

Todelt tariff: $T_0 = 72 + 4Q$ (12 turer) $\Rightarrow \pi = 72$

Blokkprising $P_0 = 120$ (inkl 12 turer) $\Rightarrow \pi = 72$



Uniform pris: $P_0 = 8$ (4 turer) $\Rightarrow \pi = 16$

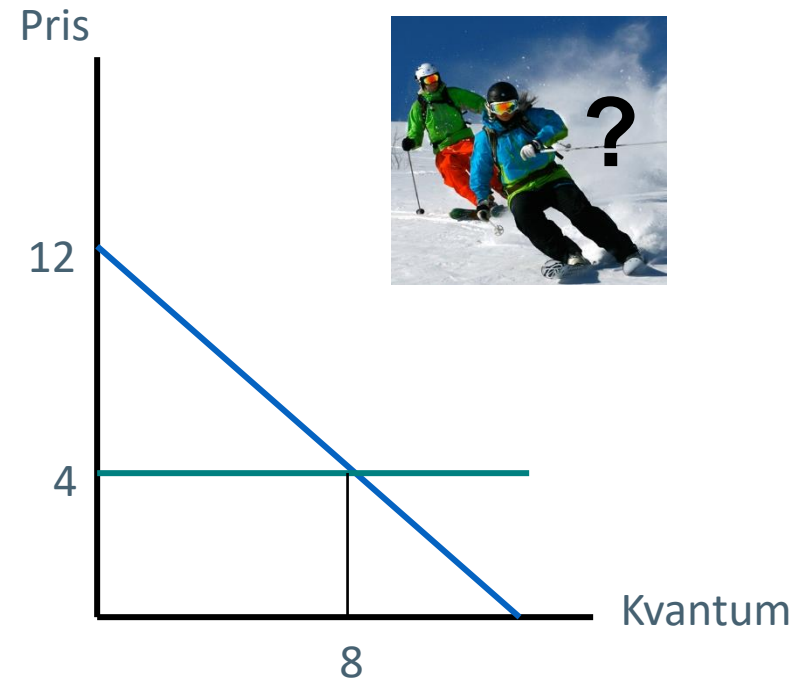
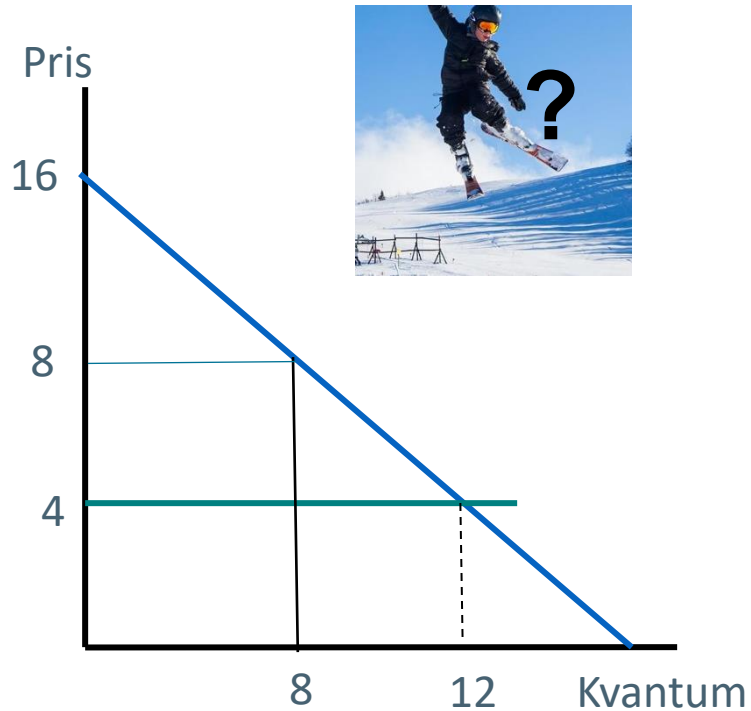
Todelt tariff: $T_0 = 8 + 8Q$ (4 turer) $\Rightarrow \pi = 24$

Todelt tariff: $T_0 = 32 + 4Q$ (8 turer) $\Rightarrow \pi = 32$

Blokkprising $P_0 = 64$ (inkl 8 turer) $\Rightarrow \pi = 32$

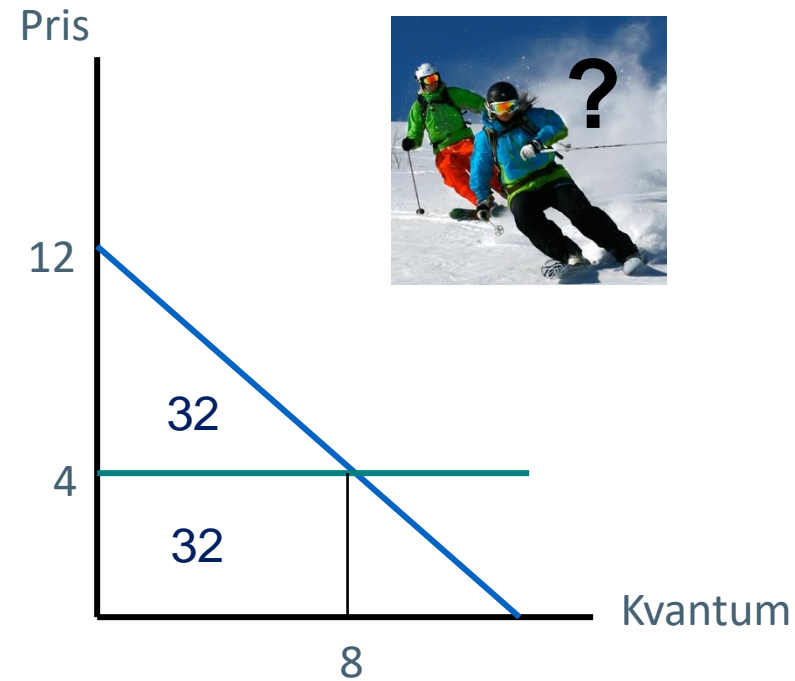
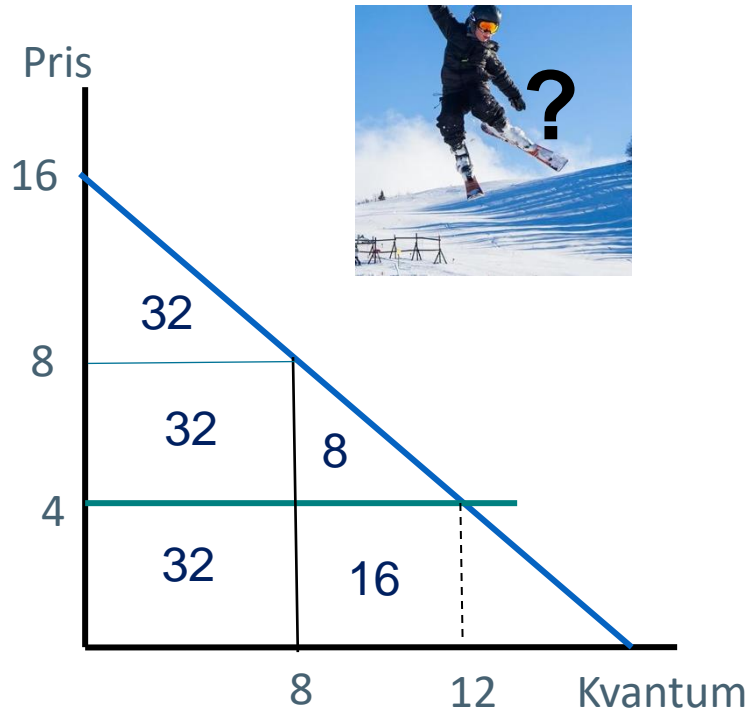
2. Grads prisdiskriminering, kap. 6.2

Når skisentret ikke kan skille mellom de to segmentene



2. Grads prisdiskriminering

Når skisentret ikke kan skille mellom de to segmentene



Blokkprising $P_1 = 32 + 32 = 64$ (inkl 8 turer) $\Rightarrow \pi = 32$

Blokkprising $P_2 = 32 + 32 + 8 + 16 = 88$ (inkl 12 turer) $\Rightarrow \pi = 40$