



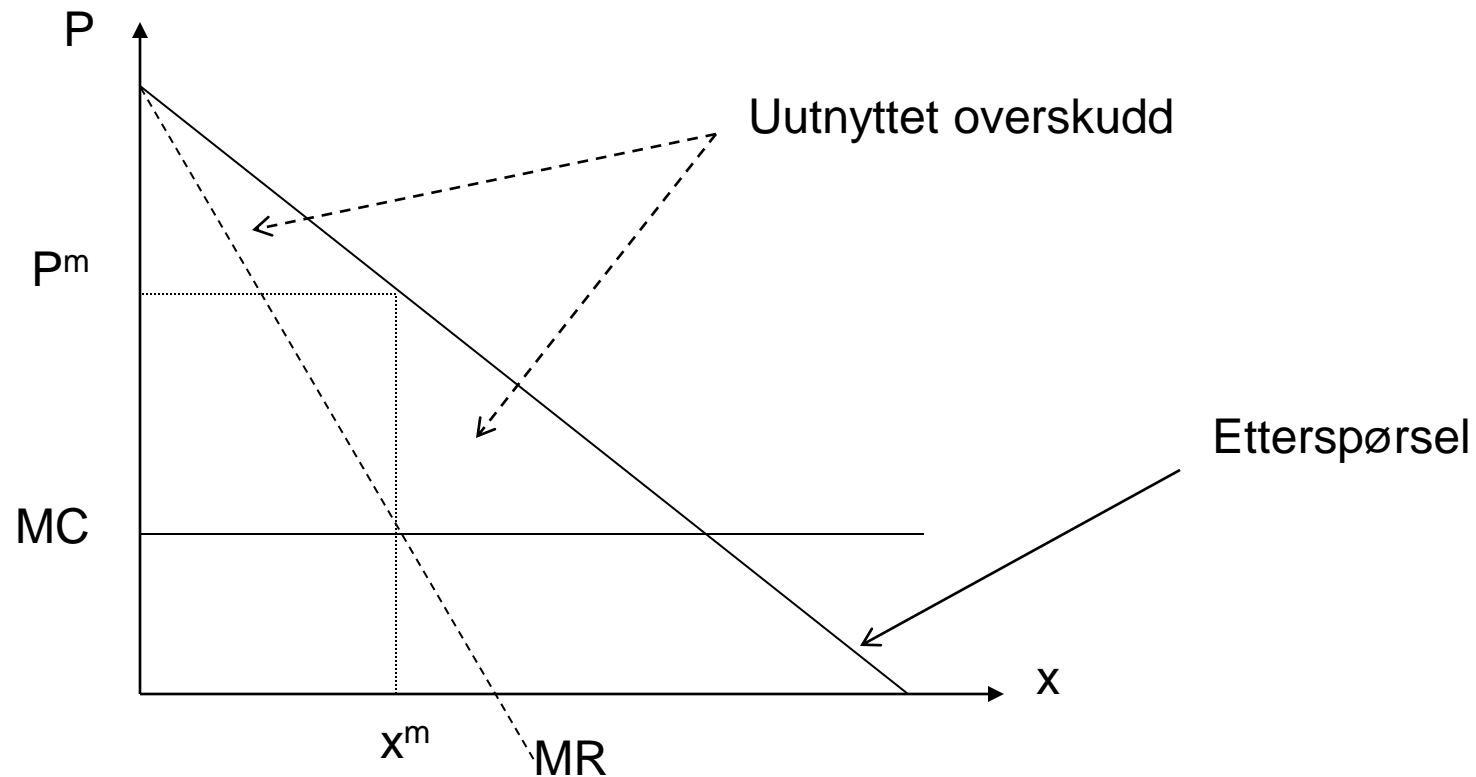
## Næringsøkonomi og konkurransestrategi

*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:  $P = V_o - Q_o = 12 - Q_o$

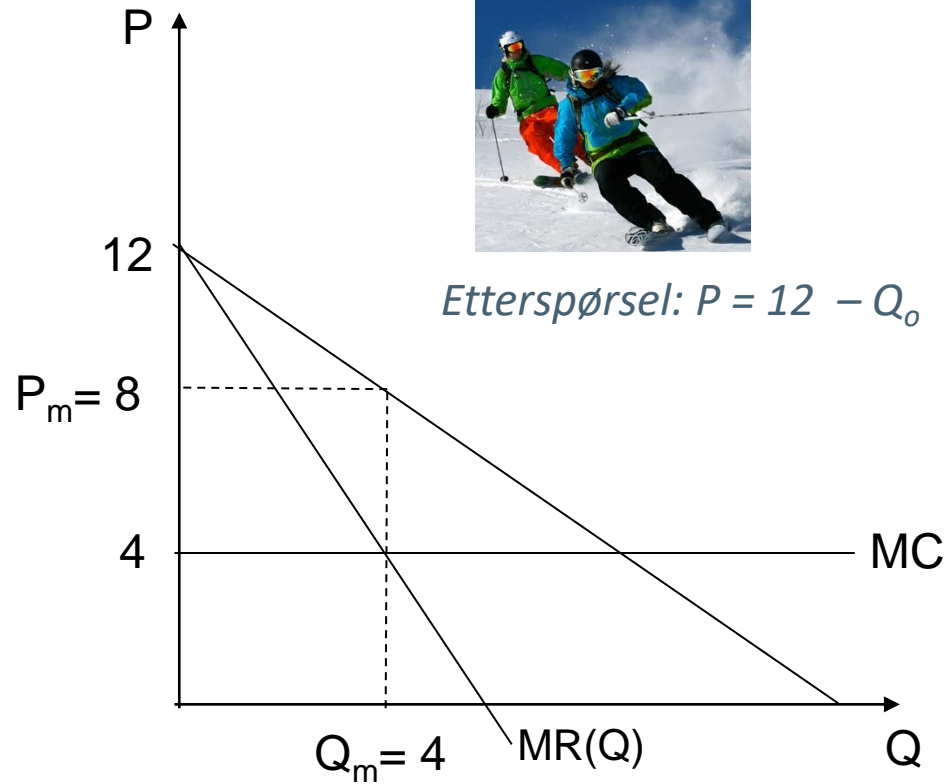


Etterspørsel Ung:  $P = V_y - Q_y = 16 - Q_y$

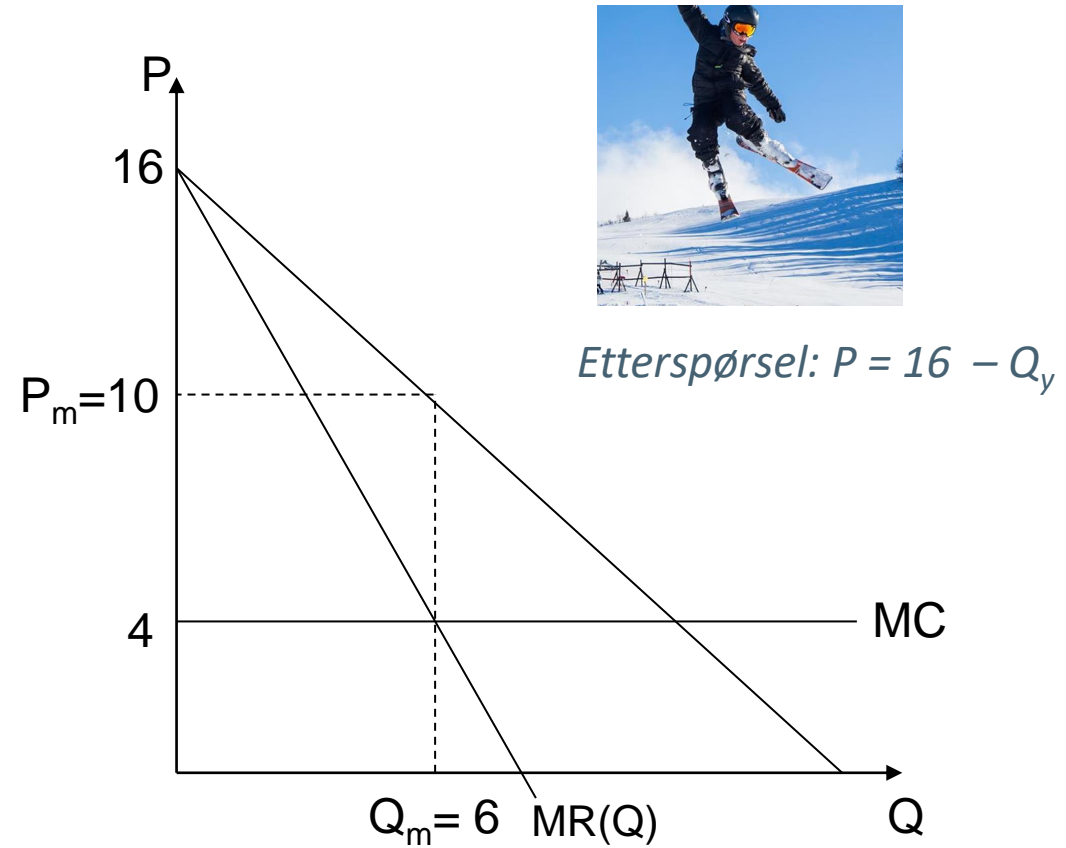
# Optimal tilpasning ved 3. grads prisdiskriminering



*Etterspørsel:  $P = 12 - Q_0$*

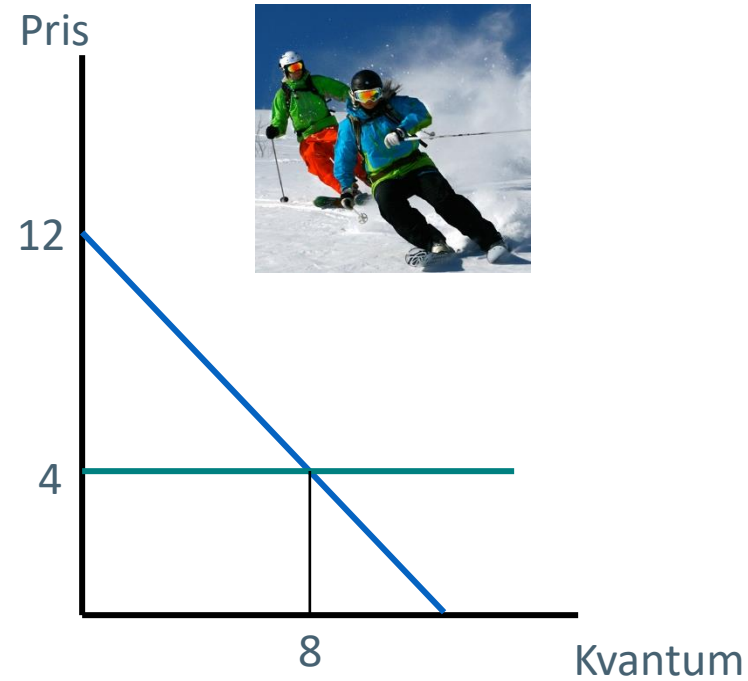


# Optimal tilpasning ved 3. grads prisdiskriminering

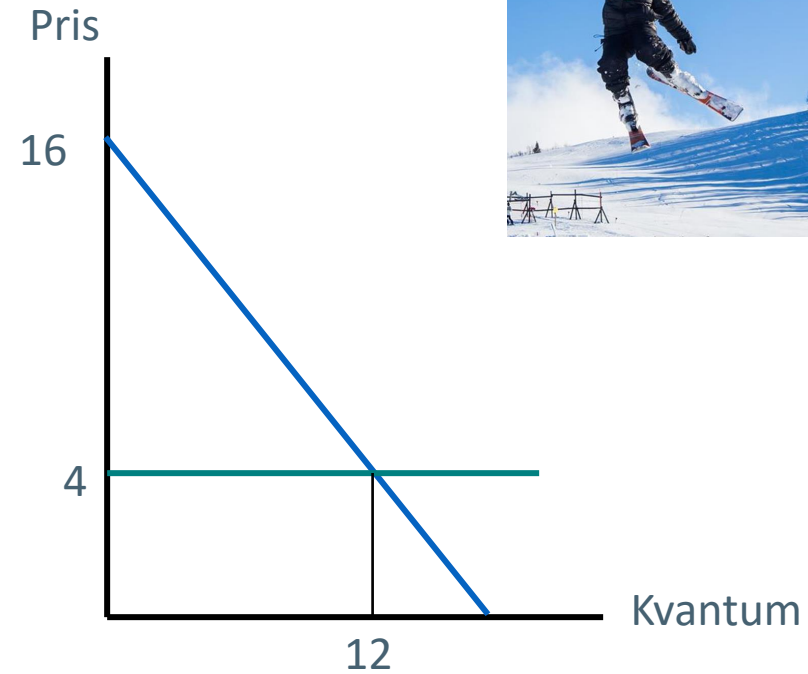


To-delt tariff:  $T(Q) = F + PQ$

# Optimal tilpasning ved to-delt tariff



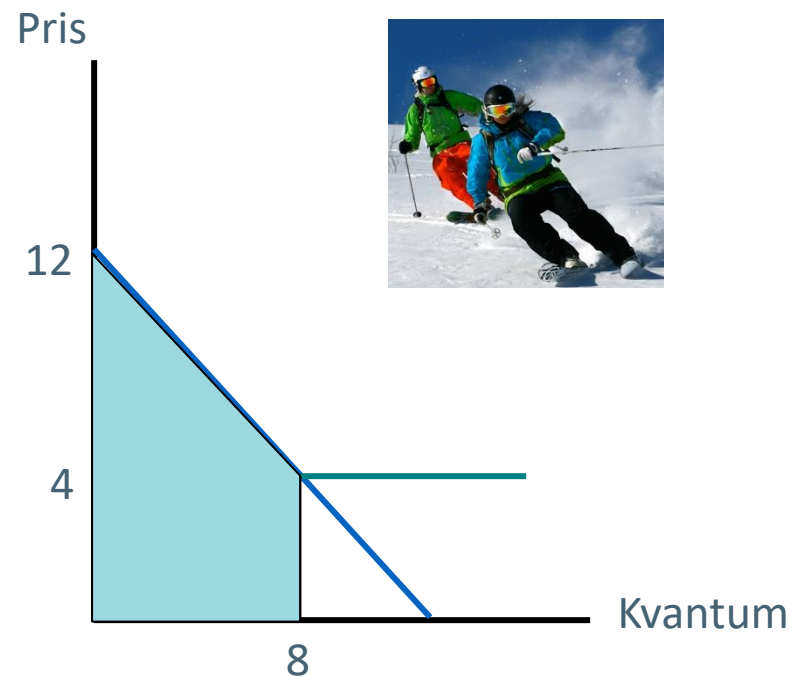
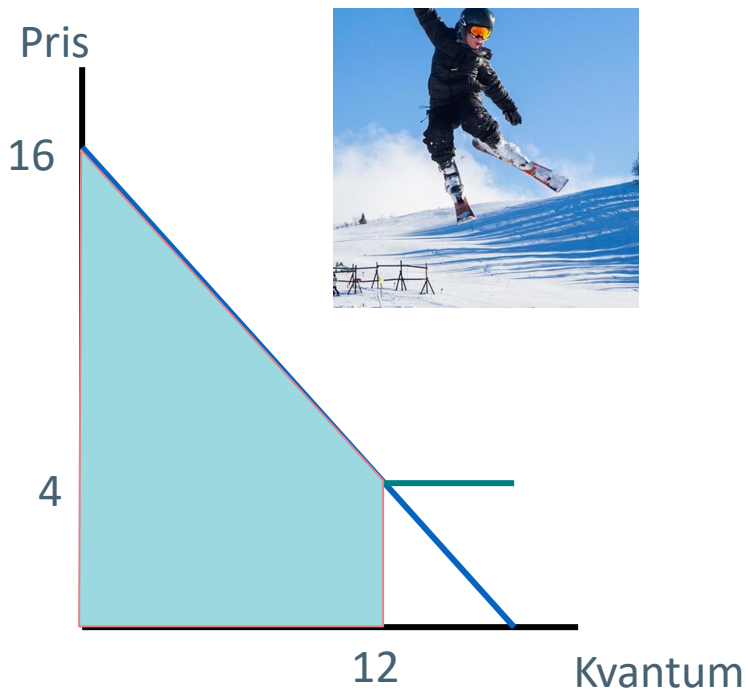
# Optimal tilpasning ved to-delt tariff





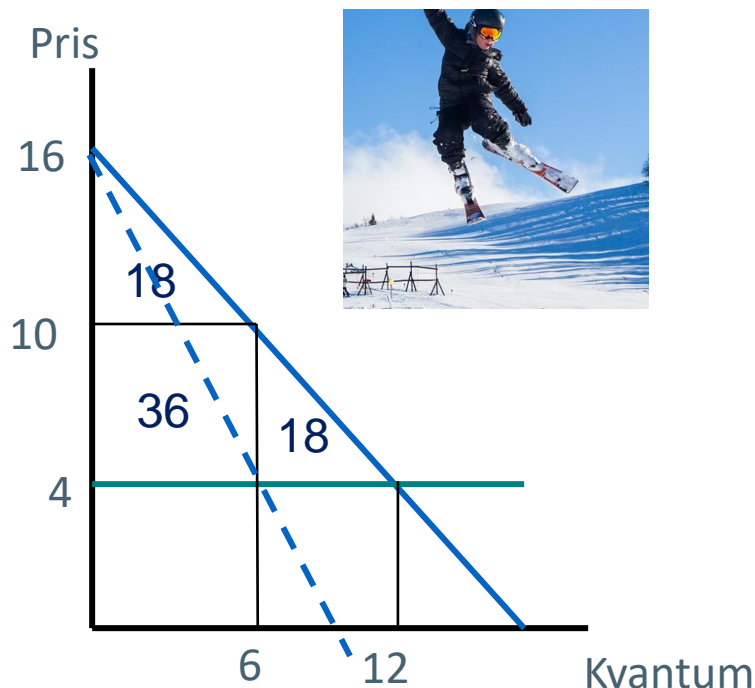
# Blokkprising, kap. 6.1.2

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



# Oppsummering

## Optimal tilpasning ved 3. grads prisdiskriminering

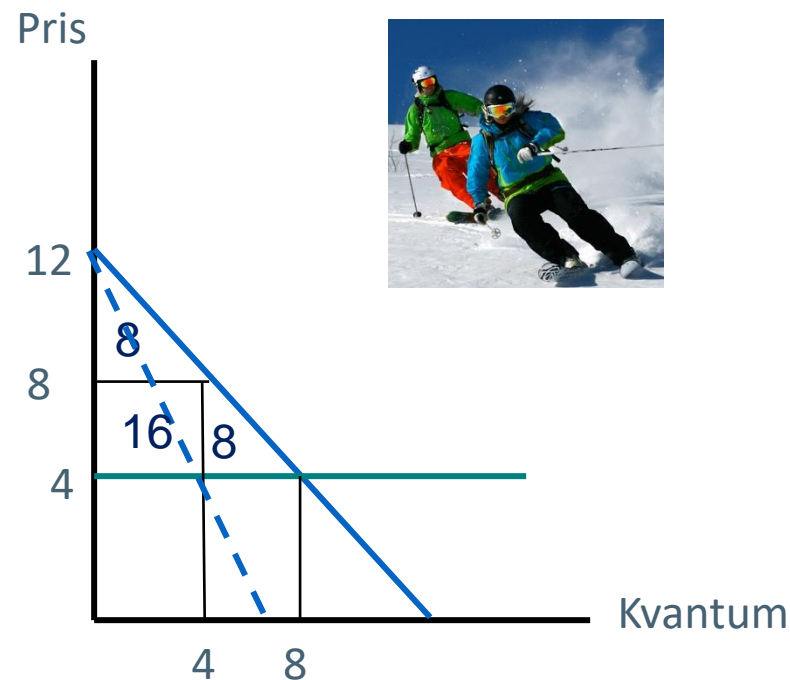


Uniform pris:  $P_0 = 10$  (6 turer)  $\Rightarrow \pi = 36$

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)  $\Rightarrow \pi = 16$

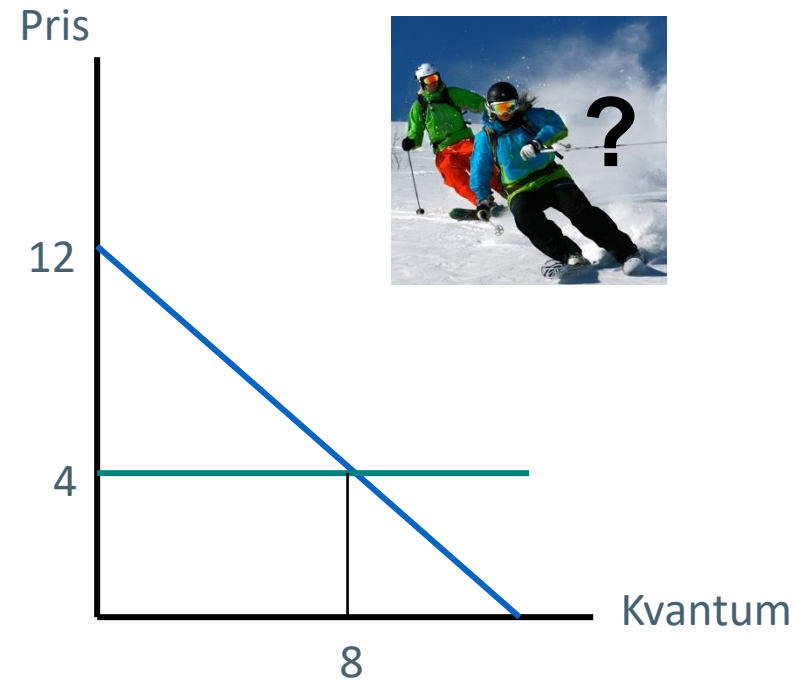
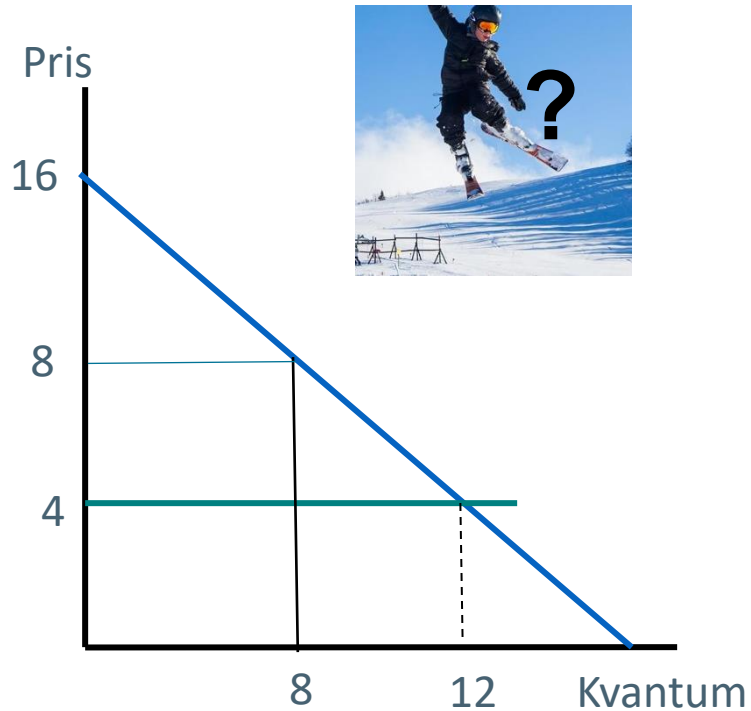
Todelt tariff:  $T_0 = 8 + 8Q$  (4 turer)  $\Rightarrow \pi = 24$

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

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

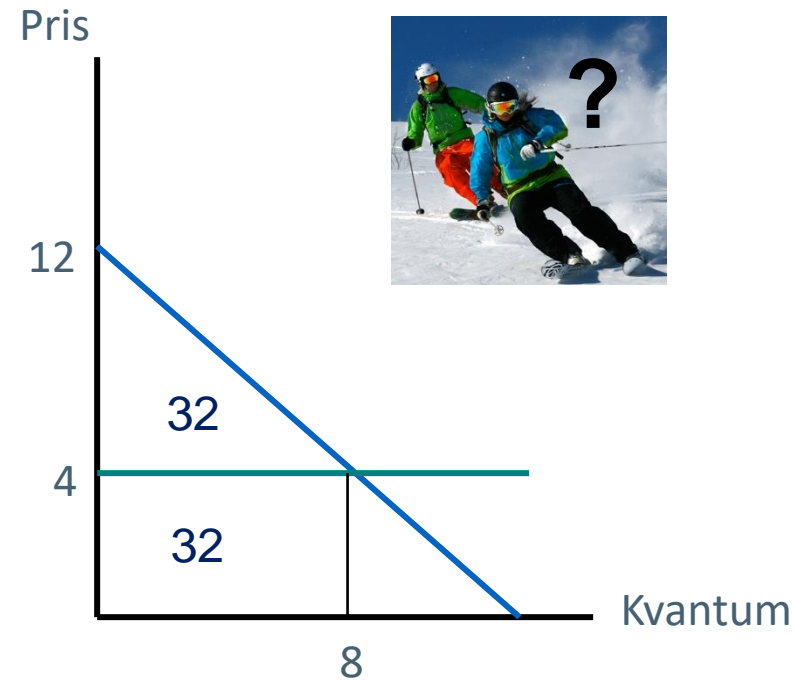
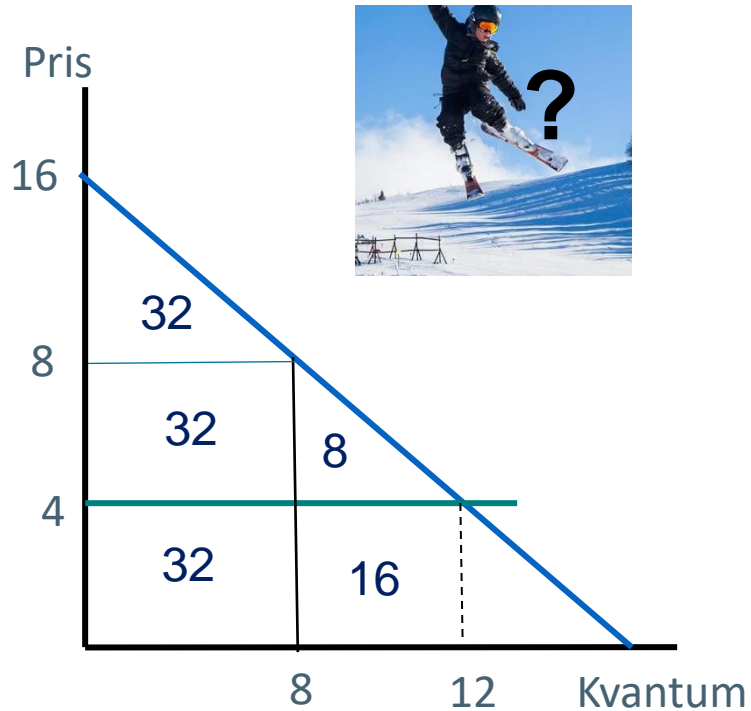
## 2. Grads prisdiskriminering, kap. 6.2

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)  $\Rightarrow \pi = 40$