

### Week 13 練習4

4a) Uniform Pricing / Non-uniform pricing

$$800 \text{ Hotel } (800) \Rightarrow 500$$

$$500 \text{ Airfare} + \text{Hotel } (800/500) \Rightarrow 0, 400$$

$$800 \text{ Airfare } (800) \Rightarrow 500$$

b) Bundle

$$900 - 600 = 300 * 3 = 900 \text{ (uniform - Pricing)}$$

$$300 * 2 + 400 = 1000 \text{ (Non-uniform pricing)}$$

c) Separate Pricing = 800

$$800 - 300 = 500 * 2 = 1000$$

$$\text{Bundling} = 1000$$

$$1000 - 600 = 400$$

$$\Rightarrow 1400$$