

BBA-402

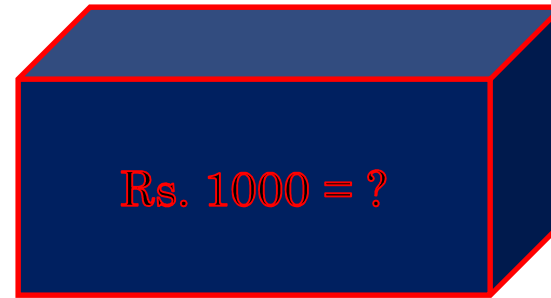
Marketing Management

The Marketing Concept

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Pricing

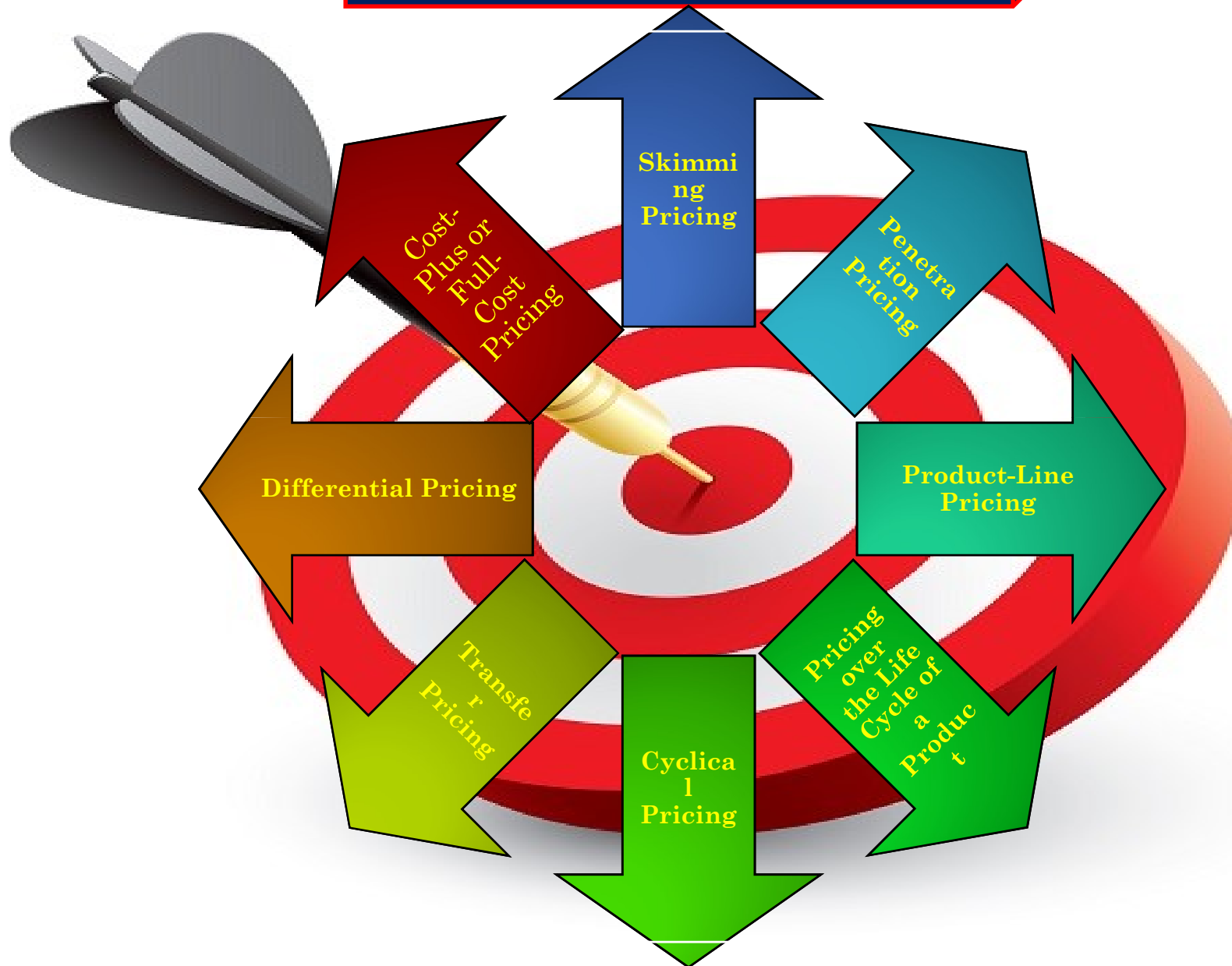


Price is not just a number on a tag or an item:

Price is all around us. You pay rent for your apartment, tuition for your education, and a fee to your physician or dentist. The airline, railway, taxi, and bus companies charge you a fare; the local utilities call their price rate; and the local bank charges you interest for the money you borrow.



Types of Pricing





Methods of Pricing

