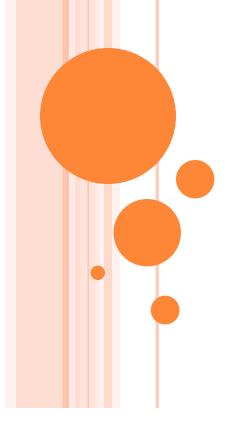
#### **BBA-402**

### **Marketing Management**

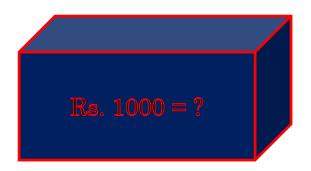
## The Marketing Concept

#### Munindra Prakash (Ph.D.)

Assistant Professor FCM, Rama University Kanpur

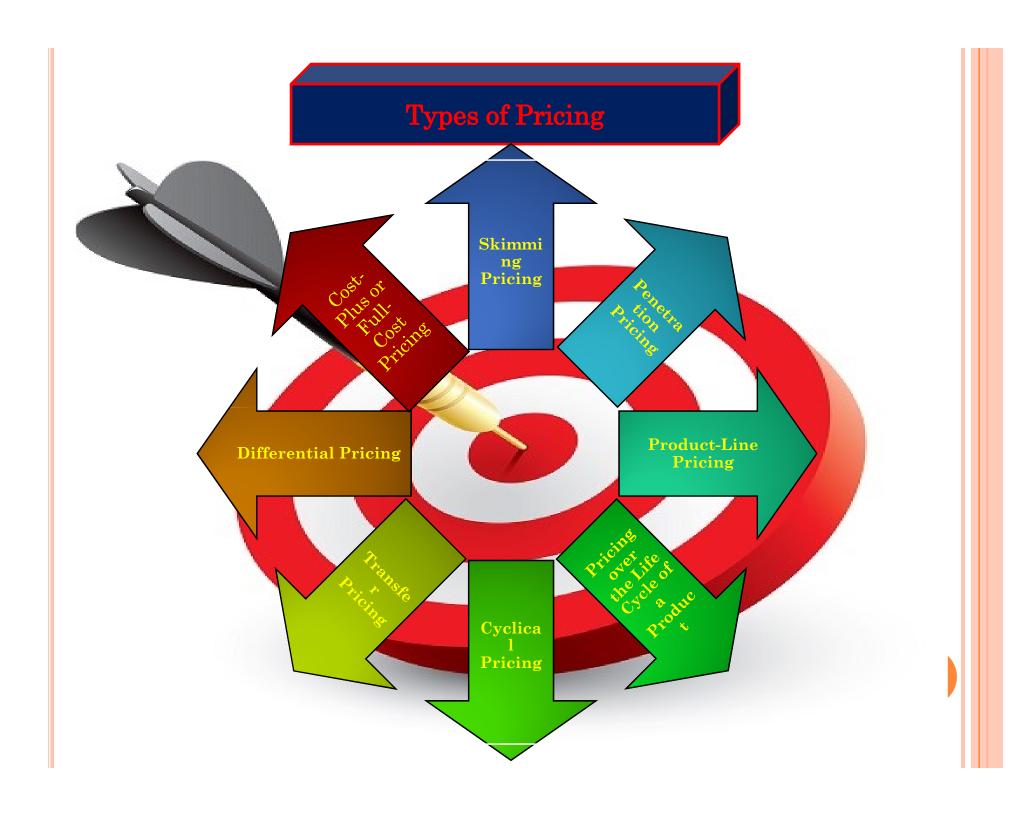


# **Pricing**



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.





## **Methods of Pricing**

Cost based Pricing Demand based Pricing Cost –Plus Pricing

Markup Pricing

Value Pricing

Competition based Pricing

Other Pricing Method

Going Rate Pricing

Target Return Pricing

Transfer Pricing