

1. Describe two important aspects of a firm's price structure.
2. Explain how a price-segmentation fence involving a customer characteristic differs from one involving a characteristic of the purchase situation.
3. Economists refer to price segmentation as "price discrimination." Does this mean that every price-segmentation technique is considered to be unfair?
4. Explain the difference between using product features as a price-segmentation fence and offering an array of product features that are priced appropriately with respect to their VTCs.
5. Under what conditions might it be appropriate to use a product-diminishing feature to accomplish price segmentation?