

1. What is FOB-origin pricing, and how is it distinguished from delivered pricing?
2. What are some of the possible formats for communicating a delivered price?
3. Explain why selling a product at a location that is particularly convenient to customers is likely to warrant a higher product price. How might a seller learn which locations are most convenient?
4. How might factors such as customer income and competitive intensity be used in defining retail price zones?
5. How can zone pricing be used by companies that engage in price advertising over a wide area or have a large amount of price information available on the Internet?