TT TEXTBOOK TESTBANKS

Test Bank for Digital Pricing Strategy 1st Liozu

TEST BANK SAMPLE PREVIEW

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RESOURCE TYPE
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<u>Digital Pricing Strategies</u>

<u>Test Bank</u>

<u>Chapter 1</u>

1) Value based pricing is mostly…
    a. Cost-driven
    b. Finance-driven
    c. Market-driven
    d. Risk-driven
2) Which of the following considerations do not enter into value management and measurement?
    a. Cost savings the customers can achieve.
    b. The impact on customer productivity.
    c. Better use of customer resources
    d. Depreciation of plant assets
3) Which of the following statement is false?
    a. You cannot use value-based selling in SaaS pricing.
    b. Value-based pricing and value-based selling are connected.
    c. Value-based selling improves pricing realization.
    d. Value is the center of pricing and selling.

Chapter 2

1) Price transparency and pricing transparency are the same things.
    a. True
    b. False
2) Which of the following factors is NOT a reason to increase transparency?
    a. Lowering barriers to buy,
    b. Enabling customer self-selection,
    c. Demonstrating customer centricity.
    d. Improving cost position.
3) SaaS companies make it easier for their customers to purchase if they increase pricing transparency.
    a. True
    b. False

Chapter 3

1) Dynamic and personalized pricing can improve profit by….?
    a. 85% or more
    b. 5% or less

c. **Between 3% and 25%**
d. Zero

2) Personalized pricing is illegal.
    a. True
    b. **False**
3) Which of the following is NOT a determinant variable in dynamic pricing?
    a. Market-related factor
    b. Customer-related factor
    c. Company-related factor
    d. **Accounting-related factor**

Chapter 4

1) CVM stands for…
    a. **Customer Value Management**
    b. Client Validation Management
    c. Competition Value Master
    d. Cost Volume Management
2) Why is the discovery process so important in customer value management?
    a. You need to understand customer needs.
    b. You need to understand the customer pains.
    c. You need to map the customer journey.
    d. **All of the above.**
3) CVM and CRM mean the same thing.
    a. True
    b. **False**

Chapter 5

1) Which is the following is NOT a type of digital competitor.
    a. Direct
    b. Indirect
    c. **Static**
    d. Customer Internal Solution
2) What does VRIO stands for?
    a. Viral/Rare/Intimate/Open
    b. Virtual/Rare/Indirect/Organized for Success
    c. **Valuable/Rate/Inimitable/Organize for Success**
    d. Valuable/Rotational/Implemented/Oral
3) Which of the following is NOT a dollarization technique?
    a. EVE
    b. ROI
    c. TCO