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12-1 CHAPTER 12 PRICING DECISIONS AND COST MANAGEMENT TRUE/FALSE 1. Companies must always examine pricing decisions through the eyes of their customers. Answer: True Difficulty: 2 Objective: 1 Terms to Learn: target price 2. Relevant costs for pricing decisions include manufacturing costs, but not costs from other value-chain functions.

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~~Ch12~~ ~~CHAPTER 12 PRICING DECISIONS AND COST
MANAGEMENT ...~~

12-1 CHAPTER 12 PRICING DECISIONS AND COST
MANAGEMENT 12-16 (20–30 min.) Relevant-cost approach
to pricing decisions, special order. 1. Relevant revenues,
 $\$4.00 \times 1,000$ $\$4,000$ Relevant costs Direct materials, $\$1.60$
 $\times 1,000$ $\$1,600$ Direct manufacturing labor, $\$0.90 \times 1,000$
 900 Variable manufacturing overhead, $\$0.70 \times 1,000$ 700
Variable selling costs, $0.05 \times \$4,000$ 200 Total relevant costs
...

~~Chapter 12 answers~~ ~~CHAPTER 12 PRICING DECISIONS AND
COST ...~~

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CHAPTER 12 PRICING DECISIONS AND COST MANAGEMENT

TRUE/FALSE 1. Companies must always examine pricing decisions through the eyes of their customers. Answer: True
Difficulty: 2 Objective: 1 Terms to Learn: target price 2.
Relevant costs for pricing decisions include manufacturing costs, but not costs from other value-chain functions.

~~Ch12~~ CHAPTER 12 PRICING DECISIONS AND COST MANAGEMENT ...

The cost-plus approach to pricing adds a markup component to a cost base as the starting point for pricing decisions. Many different costs, such as full cost of the product or manufacturing cost, can serve as the cost base in applying the cost-plus formula. Prices are then modified on

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the basis of customers' reactions and competitors' responses.

~~Chapter 12: Pricing Decisions and Cost Cost Management ...~~

Chapter 12: Divisional performance measurement and transfer pricing. Upon completion of this chapter you will be able to: explain the meaning of, and calculate from supplied data, return on investment (ROI) in the context of divisional performance appraisal. discuss the shortcomings and benefits of using ROI for divisional performance appraisal. explain the meaning of, and calculate from supplied data, residual income (RI) in the context of divisional performance appraisal.

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CHAPTER 12: PRICING DECISIONS AND COST MANAGEMENT

TRUE/FALSE 1. Companies must always examine pricing decisions through the eyes of their customers. Answer: True

Difficulty: 2 Objective: 1 2. Relevant costs for pricing decisions include manufacturing costs, but not costs from other value-chain functions. Answer: False

Difficulty: 2 Objective: 1 Relevant costs for pricing decisions include costs from all value-chain functions, from R&D to customer

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service.

~~Chapter 12 - CHAPTER 12 PRICING DECISIONS AND COST ...~~

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Pricing Decisions and Cost Management . 1) Companies must always examine pricing decisions through the eyes of their customers.. 2) Companies that produce high quality products do not have to pay attention to the actions of their competitors. 3) Relevant costs for pricing decisions

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PRICING DECISIONS AND COST MANAGEMENT. 12-1 The three major influences on pricing decisions are. 1.

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Customers. 2. Competitors . 3. Costs. 12-2. Not necessarily. For a one-time-only special order, the relevant costs are only those costs that will change as a result of accepting the order. In this case, full product costs will rarely be relevant.

~~CHAPTER 12~~

Collusive pricing occurs when companies in an industry conspire in their pricing and output decisions to achieve a price above the competitive price.. 59) Peak-load pricing is a form of price discrimination and is illegal. 60)

~~Chapter 12 Pricing Decisions and Cost Management 1...~~

Chapter 12: Pricing decisions. Try the questions below to test your knowledge of this chapter. Once you have

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completed the test, click on 'Submit Answers for Grading' to get your results. This activity contains 10 questions.

~~Chapter 12: Pricing decisions~~

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~~Chapter 13 Pricing Decisions and Cost Management, Cost ...~~

12.2 Introduction to Global Pricing. Price is the value of a product offering that can be created through the different marketing mix elements, such as through product, distribution and communication decisions. Therefore, global

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pricing decisions are related to other marketing mix variables. At its basic level, pricing is the process of determining what a company will receive in exchange for its products.

~~12.2 Introduction to Global Pricing — Core Principles of ...~~

Three major influences on pricing decision: Customers - Need to look through customer's eyes because a price increase could cause them to reject the price. Availability, quality, and customization all influence willingness to pay. Costs - Price must exceed cost to make them, and make a profit.

~~Cost Accounting: Chapter 12 Flashcards | Quizlet~~

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Chapter 12: Global Pricing Summary Pricing decisions are a critical element of the marketing mix that must reflect costs, competitive factors, and customer perceptions regarding value of the product.

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