



## Course Description – Curriculum

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**Subject :** 2605452 Pricing

PRICING

**Credits :** 3(3-0-6)

**Course Condition: Prerequisite:** 2605311

**Description :** Meaning of price principle in pricing; pricing policies; pricing procedures; factors to consider in price setting; criteria used in price setting; economics pricing; psychological pricing analysis of relationship among price, costs and profit; ethics in pricing.

