

# EE481: Industrial Economics

## Price Discrimination (Examples)

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# Is this a 1st, 2nd or 3rd degree price discrimination?



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# Is this a 1st, 2nd or 3rd degree price discrimination?

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### Tube Fares

Single		Return Day/Next Day		Period Return Within 3 months	
Adult	£ 14	Adult	£ 16	Adult	£ 20
Student / Over 60	£ 11	Student / Over 60	£ 13	Student / Over 60	£ 15
Under 16	£ 7	Under 16	£ 8	Under 16	£ 10
		Groups	£ 35	Groups	£ 40

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Nightrider		Tube 12		Kids 4 free Up to 2 children under 16 travel free when accompanied by a fare-paying adult (excluding Tube-12), any day except Saturday.
		<u>On Board</u>	<u>Online</u>	
Adult	£ 14	Adult	£ 72 £ 70	
Student / Over 60	£ 11	Student / Over 60	£ 62 £ 60	
Under 16	£ 7	Under 16	£ 36 £ 35	

Return for the price of a single

12 single journeys for use within one year

# Is this a 1st, 2nd or 3rd degree price discrimination?

- Different Mobile Internet Packages by AIS:

Monthly Fee (THB)	Conditions	
	3G/EDGE+	Wifi
149	150 MB	-
350 ₩ AIS Music Store	1 GB	-
550	2 GB	unlimited
<b>HOT</b> 799	unlimited	unlimited
899 ₩ e-magazine 10 เล่ม ₩ e-newspaper 6 ฉบับ	unlimited	unlimited
999 ₩ e-magazine 10 เล่ม ₩ e-newspaper 6 ฉบับ	unlimited	unlimited

# Is this a 1st, 2nd or 3rd degree price discrimination?

- Kinokuniya Membership Card costs THB 500/year.
- Gives a 10% discount on all full priced books.

## KINOKUNIYA CARD

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Your Kinokuniya Card can also be used for online and phone orders. Please quote your membership number when placing an order.

# Is this a 1st, 2nd or 3rd degree price discrimination?



Mercedes-Benz

## Price List

ประกาศใช้ตั้งแต่วันที่ 21 สิงหาคม 2555

(Model)	รุ่น	Engine (CCI)	กำลังเครื่องยนต์ (กิโลวัตต์ / แรงม้า)	Price (THB)
The new generation C-Class				
C 200 BlueEFFICIENCY		1,796	135/184	2,149,000 *
C 220 CDI BlueEFFICIENCY		2,143	125/170	2,499,000
C 200 BlueEFFICIENCY ELEGANCE		1,796	135/184	2,739,000 *
C 200 BlueEFFICIENCY AVANTGARDE		1,796	135/184	2,929,000 *
C 250 CDI BlueEFFICIENCY AVANTGARDE		2,143	150/204	3,180,000
C 250 BlueEFFICIENCY AVANTGARDE		1,796	150/204	3,249,000 *

# Is this a 1st, 2nd or 3rd degree price discrimination?

- iPhone's price drops when the new model comes out.
  - iPhone5 (coming soon), iPhone 4S (19,500 THB), iPhone 4 (14,500 THB)

The screenshot shows the Apple Store website interface. At the top left is the "Apple Store" logo, and at the top right is a "Question" link. Below the logo is a breadcrumb trail: "Shop iPhone > iPhone". The main content area features four product tiles: 1. "iPhone 5" with the text "Coming soon." and a "Learn more" link. 2. "iPhone 4S" with a price tag of "฿ 19,500" and a "Buy now" link. 3. "iPhone 4" with a price tag of "฿ 14,500" and a "Buy now" link. 4. "Compare iPhone models" with three small iPhone icons.