FEEDBACK TUTORIAL LETTER

2ND SEMESTER 2019

Assignment 1

PRODUCT PRICING MANAGEMENT

PPM712S
Dear Students,

Before we start with these feedback session, let me first thank you for taking time out of your busy schedules to make time for your assignments, I would encourage each and every one of you to always make that time to ensure timely submissions of your assignments.

As I took time to mark each and every single assignment I have observed the following:

1. GENERAL COMMENTS

Guidelines to Answering an Assignment

- As a Distance student Assignments makes up a very important component towards your CA contribution, and it’s advisable to read the instructions and understand them before attempting
your assignment, unfortunately some of the students still failed to adhere to instructions such as:

- Sources must be listed according to the APA or Harvard referencing style, unless otherwise prescribed by the department.
- All assignments should be typed
- Font Style to be used is Calibri or Times New Roman font size 11, line spacing 1.5

**Explanation of various instructions**

**APA referencing**

Any Academic institute requires a student to reference their work in order to show originality of work or otherwise acknowledge the sources where the work has been obtained from, failure to reference your work constitute plagiarism which is a very serious offence. I however picked up that many of the students either failed to reference their work and for those who at least referenced their work, few failed to reference according to the APA format, I therefore urge each and every student to familiarise themselves with APA referencing 6th edition (please note I will penalise all un referenced work).

**All Assignments should be typed**

Let me first thank all the students who took time to type their assignments, we encourage students to type assignments as it makes it easier for the marker to make out what you are trying to communicate.

Please keep the following in mind:

Always use font’s style: Calibri or times New Roman, font size 11

Line spacing: 1.5

Always start every question on a new heading

It’s advisable to bold headings and Questions

**Academic writing**

I picked up that most students still need to master the art of academic writing, I therefore urge each and every one of you to develop those skills, it will also help you during your post graduate studies.

**2. COMMENTS ON OVERALL ASSIGNMENT**
Well I have to say many students performed well in the first assignment but each and every one of you have immense potential to improve and score better marks in the coming assignments.

**Question 1**
The purpose of this question was to test the students understanding on the various constraints organizations face when pricing their products by relating to the Amul example that was provided, many students answered the question correctly however, work wasn’t referenced, and some students went on to use their own examples ignoring the Amul ice cream example, I therefore urge students to always read questions carefully and of outmost importance that all work is referenced. Some of the constraints that limit price setting students could discuss are found on page 16 till page 23 of the prescribed text book.

**Question 2**
For these particular question many students answered it correctly but students few students failed to calculate desired sales once profit have been provide, thus I will put the answers below:

(a) Break even =Fixed Cost /Contribution
=40 000/ (250-100)
=266.67 units

(b) Desired sales=Profit +Fixed cost/Contribution
=100 000+40000/ (250-100)
=140 000/150
=933.33 Units

**Question 3**
Most of the students answered this question well, but as a student you should always look at the mark allocation per question, this will help as a guide as to how much quantity /weight your answer should be. It was also expected of you to give practical examples to support your answers and always reference you work as stressed earlier as it could affect your marks.
Question 4

Many students answered these question correctly, an extra 2 marks were awarded to those who failed to answer the question correctly, this additional marks where awarded due to the fact that the example provided in the book was wrong, despite all this however the majority of students answered the question correctly.

<table>
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<th>PRICE</th>
<th>QUANTITY</th>
<th>TOTAL REVENUE</th>
<th>AVERAGE REVENUE</th>
<th>MARGINAL REVENUE</th>
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Example

Marginal Revenue=Change in Total Revenue/Change in Quantity

\[ \frac{(11.01-4.20)}{(3.67-1.20)} \]

\[ =\frac{6.81}{2.47} \]

\[ =2.75 \]

Conclusion

As I stated earlier the on overall the class performed well, students just need to improve on the way assignments are presented and most importantly avoid plagiarism as well as having assignments done for you(As these may result in poor performance during your exams),I urge you to take your assignments seriously and attempt them on your own.

Kind Regards

Mr Daniel Kandjimi

END OF FEEDBACK TUTORIAL LETTER