FEEDBACK TUTORIAL LETTER

2ND SEMESTER 2020

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 every one of you to always make time to ensure timely submissions of your assignments.

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

1. GENERAL COMMENTS

Guidelines for 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 to show the originality of work or otherwise acknowledge the sources where the work has been obtained, 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 every student to familiarise themselves with APA referencing 6th edition( please note I will penalise all unreferenced 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 every one of you to develop those skills, it will also help you during your postgraduate studies.

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

Question 1

This question, in particular, was aimed at assessing the students understanding on various product pricing strategies citing Woermannbrock, despite many of the students answered the question correctly, I must highlight few issues that most students failed to attend to and it has been a reoccurring issue.

1. In our question it was clearly stated that you have been appointed as a regional manager with responsibilities to train shop floor managers at Woermannbrock, however many students still used other organizations to support their examples, this in essence can result in partial /total penalization please take note in future assessments.

2. The second issue pertains to referencing of work, please be reminded to always use credible academic sources and reference your work accordingly using the APA framework. 
   Example: According to Daniel (2020) Price discrimination can be defined as.....

Question 2

Many students answered these question correctly, please see the solution below

<table>
<thead>
<tr>
<th></th>
<th>PRICE</th>
<th>QUANTITY</th>
<th>TOTAL REVENUE</th>
<th>AVERAGE REVENUE</th>
<th>MARGINAL REVENUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4.00</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>B</td>
<td>3.50</td>
<td>1.20</td>
<td>4.20</td>
<td>3.50</td>
<td>3.50</td>
</tr>
<tr>
<td>C</td>
<td>3.00</td>
<td>3.67</td>
<td>11.01</td>
<td>3.00</td>
<td>2.76</td>
</tr>
<tr>
<td>E</td>
<td>2.50</td>
<td>4.00</td>
<td>10.00</td>
<td>2.50</td>
<td>-3.06</td>
</tr>
<tr>
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<td>2.00</td>
<td>5.88</td>
<td>11.76</td>
<td>2.00</td>
<td>0.94</td>
</tr>
</tbody>
</table>

Example

Marginal Revenue=Change in Total Revenue/Change in Quantity

\[
= (11.01-4.20)/(3.67-1.20)
\]

=6.81/2.47
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 your work as stressed earlier as it could affect your marks and please make sure you always reference your work according to the APA framework.

Conclusion
As I stated earlier 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