Chapter 9  
Pricing and Distribution Strategies

1. Go to Amazon ([www.amazon.com](http://www.amazon.com)) and find two examples of price bundling. Compare the bundling approaches followed by the different companies and argue which one you think is the best. What do you think is the advantage for Amazon? Reflecting on your examples, can you suggest an alternative price approach that might work better?
2. Sony uses both direct and indirect distribution (retail) channels to sell its electronic products. One of the direct methods is online. Go to the Sony website ([www.sony.com](http://www.sony.com)). Do you think that selling online causes channel conflict (online versus retail)? If yes, what can Sony do to minimize such potential conflict?