The Final

I therefore plan to give you a case study in the exam. The case is about 10 pages (plus an Appendix, and should take an hour to read). Then I'll ask a bunch of short-answer questions. Some will be basic stuff from the lecture (e.g. "networks effects are important here, what is a network effect? how does pricing a network good differ from pricing a regular good?"), while others will be more interesting along the lines of the questions asked in the case write ups (taking into account that you only have two hours). You can take 10 sides of notes into the exam (e.g. 5 pages, double sided) for definitions etc. These can be typed or hand-written.

FAQ

Q: How should I best revise?

A: I recommend you read through the slides and make a nice set of notes (say, 10 pages long) concerning the important concepts we have covered. This is not about memorizing large chunks of material, but you should know the difference between different types of price discrimination, and explain how they can help raise profits.

Q: How do I read a case in an exam? It could take me hours!

A: Step 1: Don't panic! Honestly, you can read 10 pages in 60 minutes. Step 2: Read the intro to get a quick feel for the case. Step 3: Read the questions so you know what you're looking for in the case. Step 4: Read the case actively, highlighting things you think are relevant. Step 5: Answer the questions!

Q: To what extent do we need to memorize equations we referenced during lecture?

A: Not at all. I will ask about concepts, not the particular equations. The equations just exist to make the concepts more precise.

Q: Besides our 10 pages of notes, should we bring anything else such as a blue-book?

A: You will write on the exam.