**Exam practice**

Theme parks such as Disneyland, Universal Studios and SeaWorld are experts at using price discrimination. An example of such pricing policies is shown below.

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|  | **Admission price ($)** |
| **Adult (added 12 and above)** | 28 |
| **Child (aged 3-11)** | 14 |
| **Family (2 adults, 2 children)** | 75 |
| **Family (1 adult, 2 children)** | 50 |
| **Annual pass (adult** | 75 |
| **Annual pass (child)** | 35 |
| Free admission is granted to children under 3 years old and local senior residents aged 65 years old or above with proof of identity and age. | |

1. Define the term 'price discrimination'. (2)

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1. Using examples of the above data, explain how organisations such as theme parks use price discrimination. (6)

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