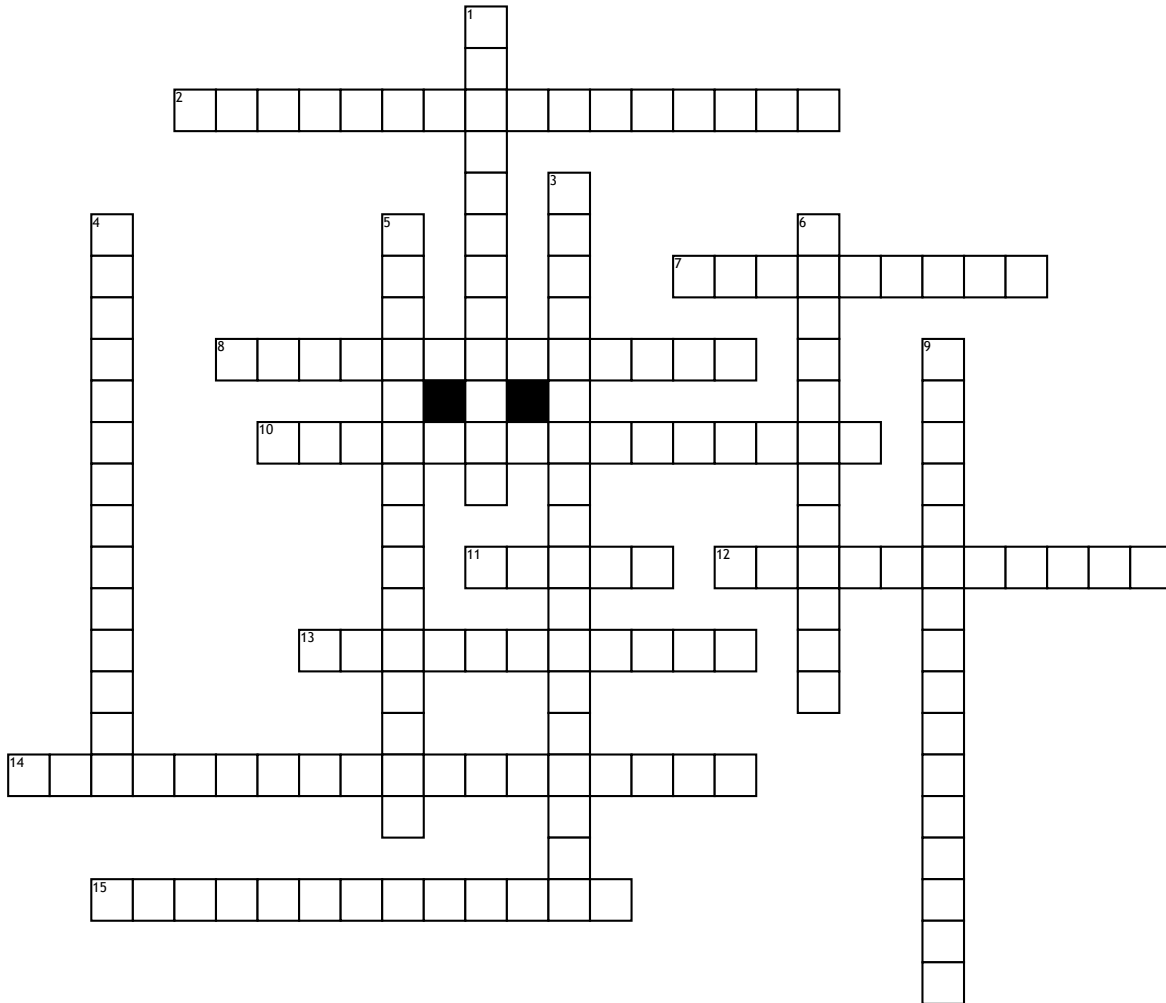


# 3.06 Pricing



**Across**

- 2. the pricing of goods or services at such a low level that other suppliers cannot compete and are forced to leave the market.
- 7. A periodic cost that remains more or less unchanged irrespective of the output level or sales revenue, such as depreciation, insurance, interest, rent, salaries, and wages.
- 8. refers to how sensitive the demand for a good is to changes in other economic variables.
- 10. the quantity demanded by buyers doesn't change as much as the price does.
- 11. A value that will purchase a finite quantity, weight, or other measure of a good or service.
- 12. The portion of a market controlled by a particular company or product.

13. the maintaining of prices at a certain level by agreement between competing sellers.

14. A performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments.

15. The difference between an investment's lowest current offering price among dealers and the higher price a dealer charges a customer.

**Down**

1. A corporate expense that varies with production output. Variable costs are those costs that vary depending on a company's production volume; they rise as production increases and fall as production decreases.

3. A pricing strategy that charges customers different prices for the same product or service. In pure price discrimination, the seller will charge each customer the maximum price that he or she is willing to pay.

4. describes a scenario, where the company neither gain or lose money

5. A pricing method in which the selling price is established by adding a markup to total variable costs. The expectation is that the markup will contribute to meeting all or a part of fixed costs, and generate some level of profit.

6. The market value, or agreed exchange value, that will purchase a definite quantity, weight, or other measure of a good or service.

9. The pricing of goods and services in such a way as to cause a customer to be misled; an example of deceptive pricing is bait-and-switch pricing.