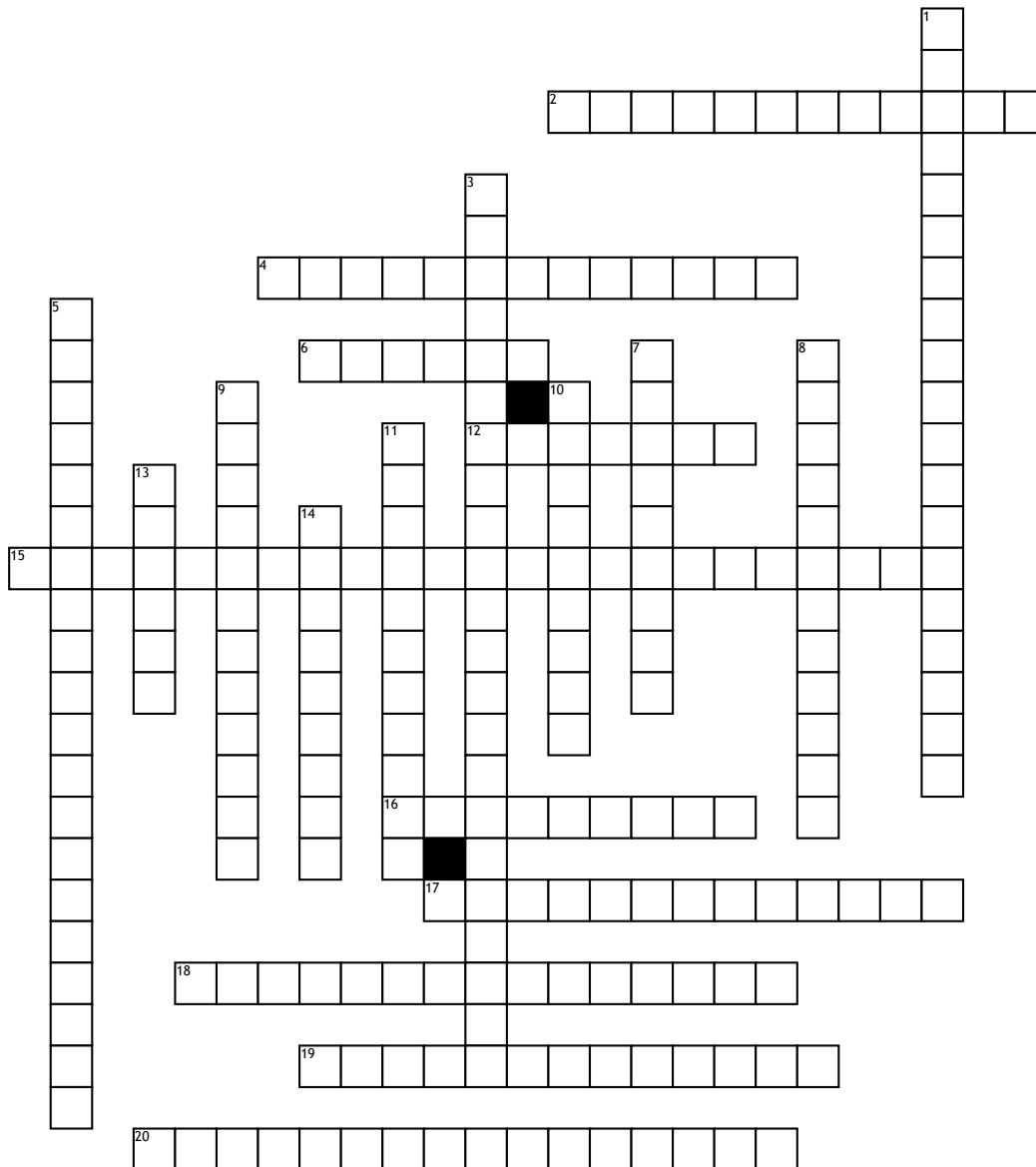


5.00 Review Crossword Puzzle



Across

2. Pricing above the market when no other retailer is available.

4. Using the Internet to advertise

6. How much of a good or service a producer is willing to produce at different prices.

12. A marketing function that involves the determination of an exchange price at which the buyer and seller perceive optimum value for a good or service.

15. There are many buyers and sellers, but there is a range of prices rather than one market price

16. The actual profit after working expenses not included in the calculation of gross profit have been paid

17. The percentage increase in the price of goods and services, usually annually.

18. A pricing technique to which odd-numbered prices are used to suggest bargains

19. The practice of charging a high price on a new product or service in order to recover costs and maximize profits as quickly as possible; the price is then dropped when the product or service is no longer unique.

20. The cycle through which every product goes through from introduction to withdrawal or eventual demise.

Down

1. Businesses are not allowed to charge different prices to similar customers in similar situations if doing so would damage competition.

3. Price fixing imposed by a manufacturer on wholesale or retail resellers of its products to deter price-based competition.

5. Advertising using billboards, transit posters, human directional (people holding signs), and aerials (blimps).

7. There are relatively few sellers, and the industry leader usually determines prices.

8. The basic material from which a product is made.

9. When the product is brought into the market. In this stage, there's heavy marketing activity, product promotion and the product is put into limited outlets in a few channels for distribution. Sales take off slowly in this stage. The need is to create awareness, not profits. (Product Life Cycle)

10. A pricing technique that offers customers reductions from the regular price; some reductions are basic percentage off discounts and others are specialized discounts

11. The pricing of goods on the basis of cost per unit of measure, such as a pound or an ounce, in addition to the price per item.

13. Sales climb rapidly, units costs are decreasing, the product begins to show a profit, and competitors come into the market. (Product Life Cycle)

14. The manufacturer's suggested retail price, determined by supply and demand, for consumer goods such as automobiles or electronics.