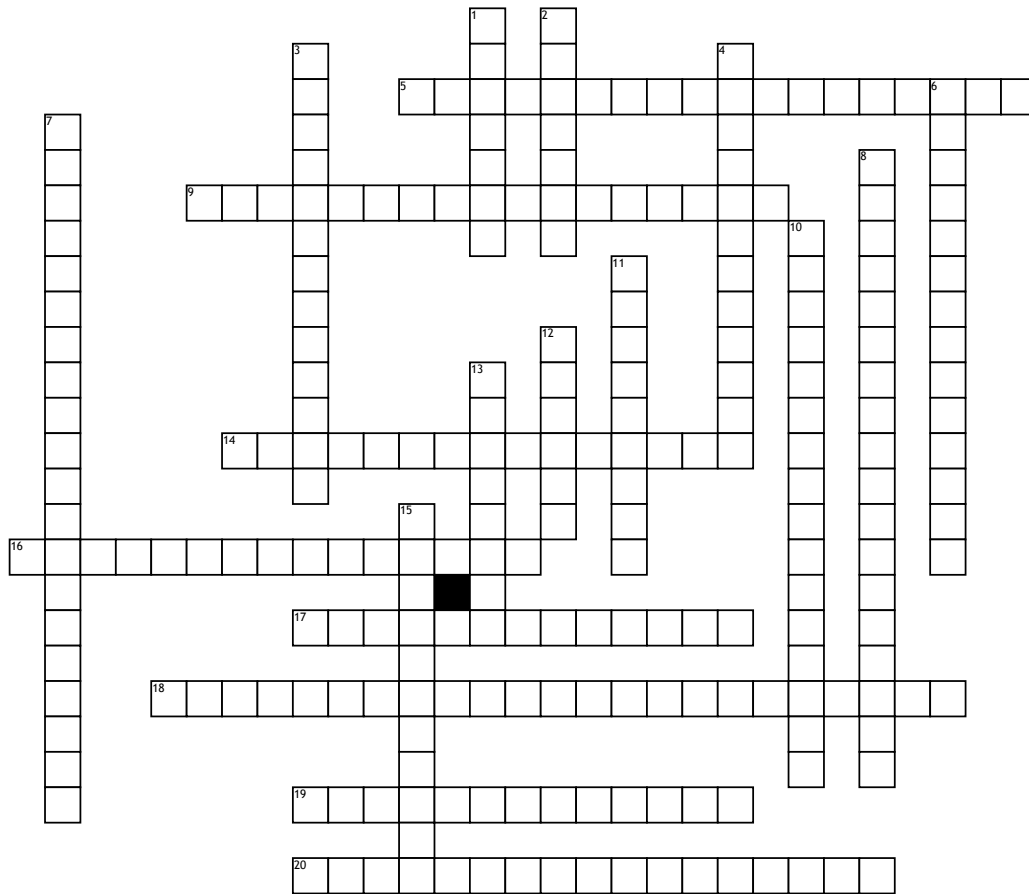


# 5.00 Review



**Across**

- 5. The amount customers owe a business.
- 9. The level of sales at which revenues equal total costs - (Fixed Costs) / (unit selling price - variable costs) = Number of units needed to break-even.
- 14. The amount a business owes to creditors.
- 16. This method, also called the expert survey, is a variation of the jury of executive opinion.
- 17. A paid form of communication sent out by a business about a product or service.
- 18. You need to find out what your competitors charge, then decide what you should charge for your product.
- 19. A pricing technique in which several complementary products are sold at a single price, which is lower than the price would be if each item was purchased separately.

- 20. The level of sales at which revenues equal total costs - (Fixed Costs) / (unit selling price - variable costs) = Number of units needed to break-even.

**Down**

- 1. Sales and profits continue to fall. (Product Life Cycle)
- 2. A code or detachable part of a ticket, card, or advertisement that entitles the holder to a certain benefit, such as a cash refund or a gift.
- 3. A descriptive and illegal method of selling in which a customer, attracted to a store by an advertised sale, is told either that the advertised item is unavailable or is inferior to a higher-priced item that is available.
- 4. The maximum price a seller is allowed to charge for a product or service.

- 6. Advertising by radio and television. Also called Time Media.
- 7. Informs people about how to contact a particular business, often with a telephone number, street address or Web address
- 8. Requires you to find out what customers are willing to pay for your product, then set the price accordingly.
- 10. Where you consider your business costs and your profit objectives.
- 11. Distribute (resources or duties) for a particular purpose.
- 12. An individual's need or desire for a product or service at a given price.
- 13. To sell or offer for sale at a reduced price.
- 15. Advertising by printed mail (sales letters, flyers, or catalogs) and email.

**Word Bank**

- |                     |                      |                           |                     |
|---------------------|----------------------|---------------------------|---------------------|
| Accounts Receivable | Direct Media         | Competition-Based-Pricing | Broadcast Media     |
| Demand              | Discount             | Decline                   | Ceiling Price       |
| Advertisement       | Demand-Based-Pricing | Cost-Based-Pricing        | Accounts Payable    |
| Bundle Pricing      | Bait-and-Switch      | Delphi Technique          | Allocates           |
| Coupons             | Break-Even Analysis  | Directory Advertising     | Break-Even Analysis |