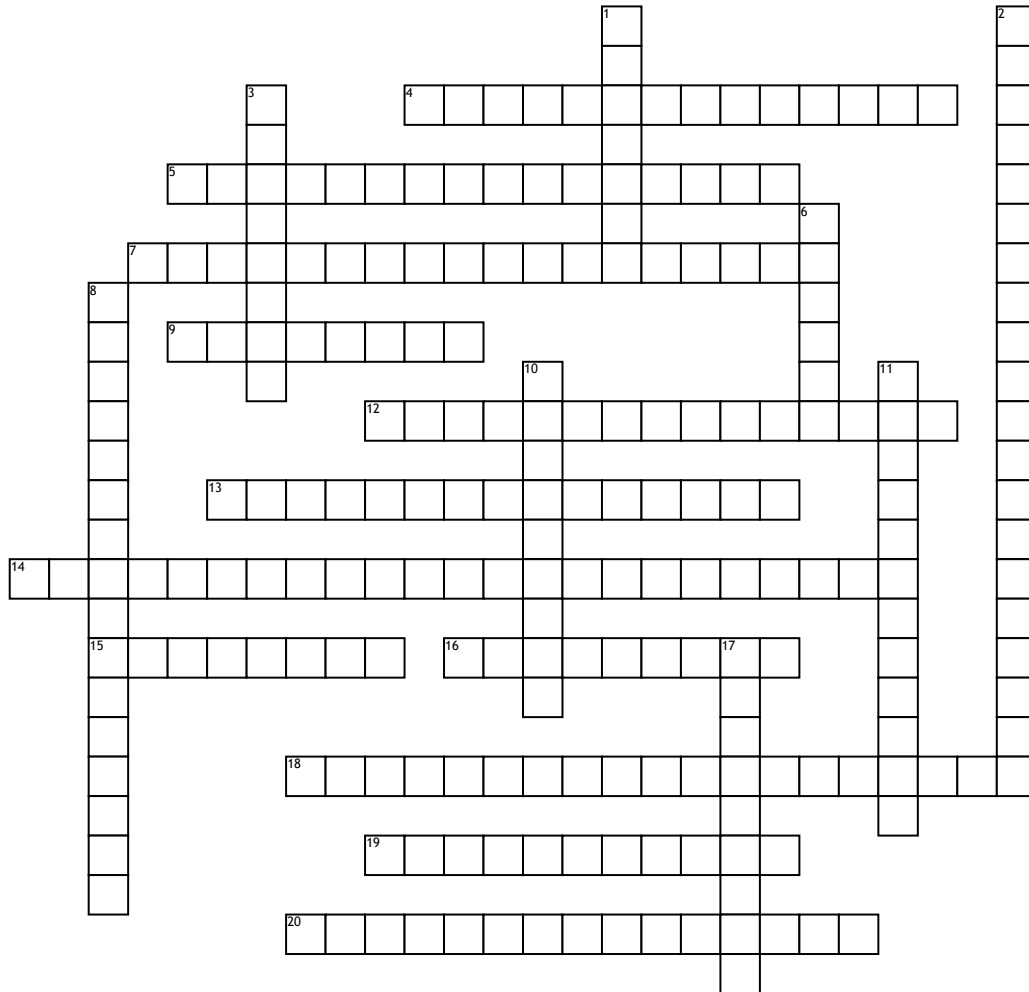


# 5.00 Vocab Review



**Across**

- 4. Advertising by radio and television. Also called Time Media.
- 5. Where you consider your business costs and your profit objectives.
- 7. The amount customers owe a business
- 9. When a company controls all the market.
- 12. An estimated projection of costs required to promote a business' products or services.
- 13. The amount a business owes to creditors
- 14. There are many buyers and sellers, but there is a range of prices rather than one market price.
- 15. Sales begin to slow and profits peak, but profits fall of as competition increases. (Product Life Cycle)

- 16. There are relatively few sellers, and the industry leader usually determines prices.
- 18. A pricing technique in which items are priced in multiples.
- 19. A percentage of total sales volume in a market captured by a brand, product, or company.
- 20. A pricing technique to which odd-numbered prices are used to suggest bargains.

**Down**

- 1. Sales and profits continue to fall. (Product Life Cycle)
- 2. A printed advertisement that is published in a newspaper.
- 3. To sell or offer for sale at a reduced price

- 6. An individuals need or desire for a product or service at a given price.
- 8. Numeric data that allow marketers to evaluate their performance against organizational goals.
- 10. The actual profit after working expenses not included in the calculation of gross profit have been paid
- 11. The maximum price a seller is allowed to charge for a product or service.
- 17. The manufacturer's suggested retail price, determined by supply and demand, for consumer goods such as automobiles or electronics.

**Word Bank**

- |                    |                          |                  |                     |
|--------------------|--------------------------|------------------|---------------------|
| Discount           | Newspaper Advertising    | Accounts Payable | Demand              |
| Marketing Metrics  | Market Share             | Decline          | Maturity            |
| Cost-Based-Pricing | List Price               | Net Profit       | Marketing Budget    |
| Ceiling Price      | Monopolistic Competition | Monopoly         | Accounts Recievable |
| Oligopoly          | Multiple-Unit-Pricing    | Odd/Even Pricing | Broadcast Media     |