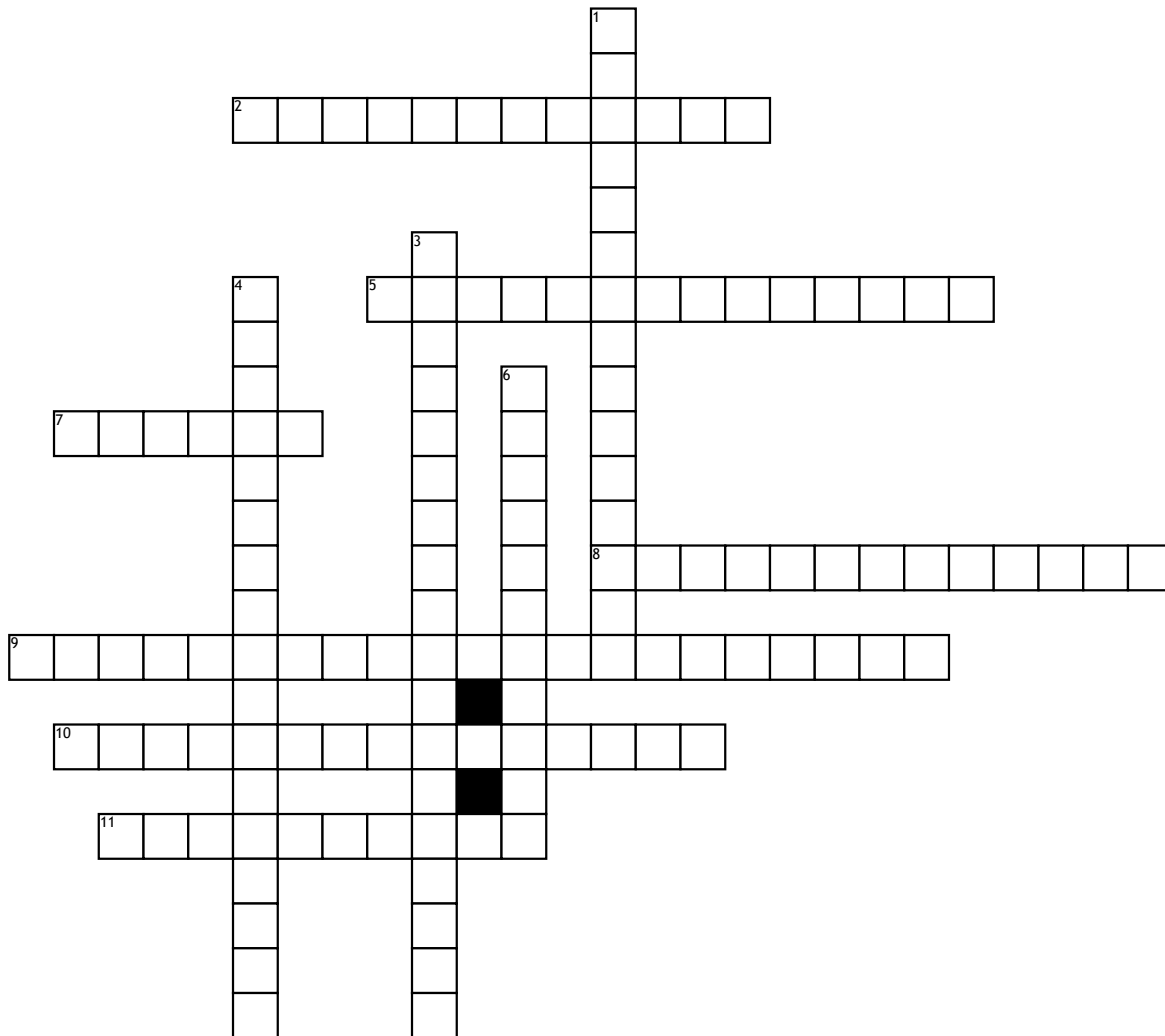


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Chapter 3-2



## Across

2. A profit that allows a business to survive and grow
5. The process of selecting goods and services based on desire rather than logic
7. The percentage amount added to production cost to obtain the price of an item
8. Purchasing something on the spur of the moment without thinking it through or any planning
9. Setting an introductory price high to recover the research and development costs
10. Setting a price based on production cost plus a markup

11. Getting the highest value for the money spent

## Down

1. The process of purchasing products based on desire rather than logic
3. Setting a price to be competitive with prices of similar products currently being sold
4. Setting a price based on how much consumers are willing to pay
6. Saving as much as possible and spending money only when necessary