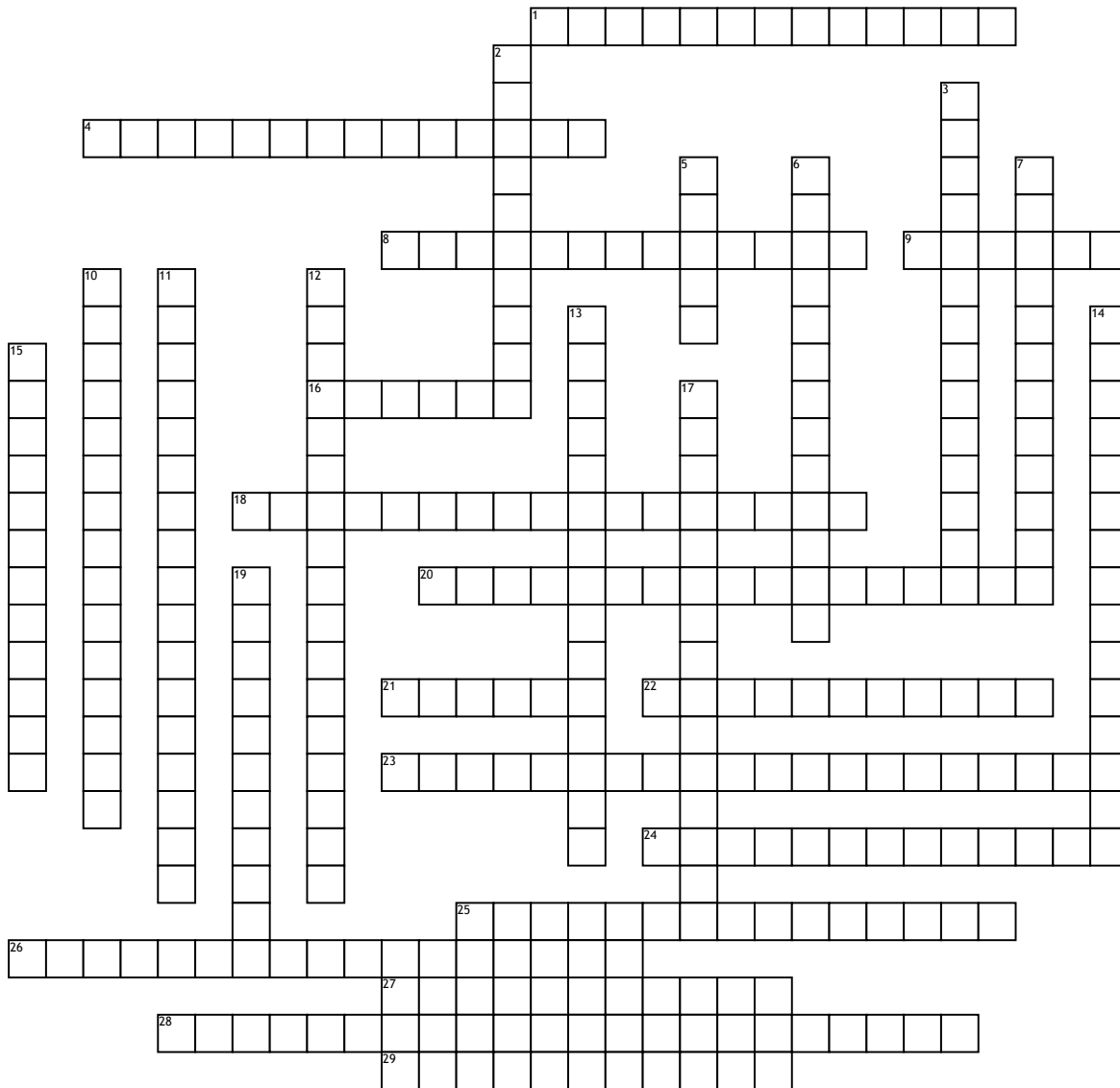


# Chapter 5 and 6 Vocab Terms



## Across

1. changing a products image in relation to the competitors
4. Pricing goods with either an odd or even number
8. Pricing based on what the customer is willing to pay
9. Study that counts everyone in the research population
16. Difference between the retail or wholesale price and the cost of a product
18. Published data collected for some other purpose
20. Research technique that involves watching the actual behavior
21. Number of people who represent a study's population
22. Specific model or size of a product

23. Competition between businesses on quality, service, and relationship
24. Path without intermediaries
25. Pricing based on consumer perception
26. Pricing an item at or below cost
27. selling all goods in a product line
28. Pricing items at different prices to maximize revenue
29. illegal practice where competitors set prices at the same amount

## Down

2. Panel of 6-10 consumers
3. Process of systematically collecting, recording, analyzing, and presenting
5. Value placed on products being exchanged
6. selling several items as a package

7. Purchased by organizations
10. Pricing by calculating all cost and expenses
11. Unique product characteristic or benefit that sets the product apart from that of their competition
12. Produce and Market a new product
13. Original research conducted for a specific marketing situation
14. Path using intermediaries
15. Purchased and used by the ultimate consumer
17. Marketing activities used to sell the product directly to the customer
19. Percentage of all the total sales of all companies selling the same type of product