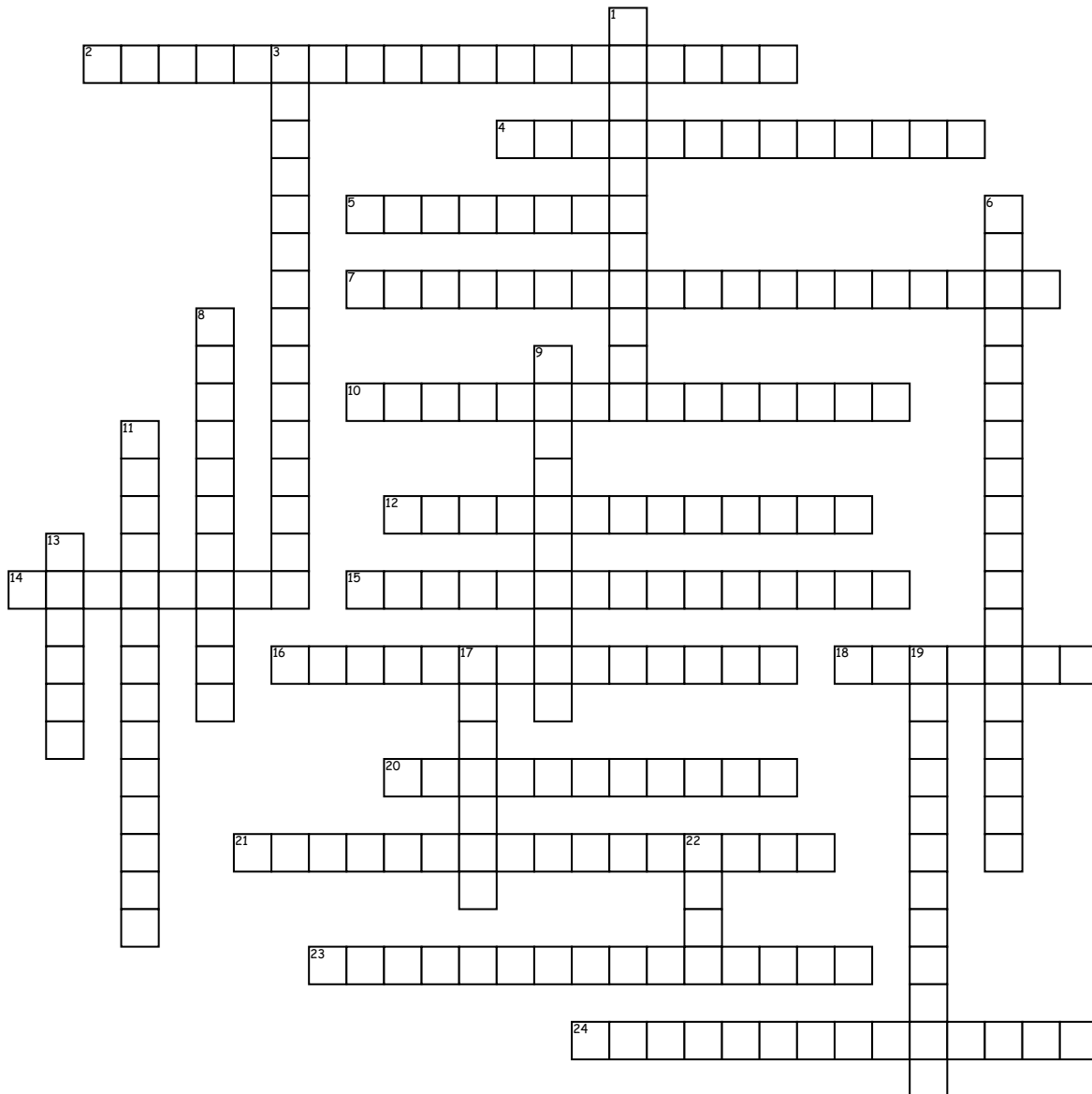


Name: \_\_\_\_\_

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

# Marketing



## Across

2. recognizing a buyer's sensitivity to a product

4. adding a dollar amount to the cost of the product

5. resellers deduct a dollar amount to their cost to arrive at a cost

7. price adjustments based on location of customer

10. sets a higher than average prices to suggest status and high quality

12. offering several complementary products in a package that is sold at a single price

14. a promise or guarantee given to customer that a product will meet certain standards

15. sets a very high price for a new product

16. when the cost of making a product is equal to the cost it sells for

18. goods and services from other countries

20. the difference between sales revenue and the cost of goods sold

21. a strategy that uses different prices for a product

23. what is the 4th step in the 6 step process of determining a price

24. difference in value between imports and exports

## Down

1. a company's percentage of total sales with an industry

3. a warranty that takes effect automatically by the state law

6. the price for a new product is set very low

8. sets a limited # of prices for specific groups or lines of merchandise

9. a statement that contains exceptions to and exclusions from a warranty

11. all customers are charged the same price

13. tax on imports

17. goods and services purchased from other countries

19. output per worker hour that is measured over a defined period of time

22. the original amount that a business paid for their product offering