

Name: _____ Date: _____

pricing vocabulary

1. -actual amount customers pay and the methods of increasing the value of the product to the customers
 2. -describes the relationship between changes in a product's price and the demand for that product
 3. -market situation in which a price decrease will decrease total revenue
 4. -market situation in which a price decrease will increase total revenue
 5. -the price charged for a product or service
 6. includes the cost of parts and raw materials (or the price paid to a supplier for finished products), labor, transportation, insurance, and an amount for damaged, lost, or stolen products
 7. -the difference between the cost of the product and the selling price
 8. -all costs associated with business operations
 9. -the difference between the selling price and all costs and operating expenses associated with the product sold
 10. amount added to the cost of a product to determine the selling price
 11. a reduction from the original selling price
 12. -point where supply and demand are equal
 13. very high price designed to emphasize the quality or uniqueness of the product
 14. very low price designed to increase the quantity sold of a product by emphasizing the value
 15. -when business decide to emphasize factors of their marketing mix other than price
 16. -all customers pay the same price
 17. -allows customers to negotiate the price within a price range
- A. skimming price
 - B. markup
 - C. product cost
 - D. elastic demand
 - E. one-price policy
 - F. selling price
 - G. gross margin
 - H. inelastic demand
 - I. penetration price
 - J. FOB pricing
 - K. elasticity of demand
 - L. markdown
 - M. price lines
 - N. operating expenses
 - O. market price
 - P. discounts and allowances
 - Q. price

18. distinct categories of prices based on differences in product quality and features

R. net profit

19. -identifies the location from which the buyer pays the transportation costs and takes title to the products purchased

S. non-price competition

20. -reductions in a price given to the customer in exchange for performing certain marketing activities or accepting something other than what would normally be expected in the exchange

T. flexible pricing policy