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5.00 Review Crossword Puzzle

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| **Across****2.** Pricing above the market when no other retailer is available. **4.** Using the Internet to advertise**6.** How much of a good or service a producer is willing to produce at different prices.**12.** A marketing function that involves the determination of an exchange price at which the buyer and seller perceive optimum value for a good or service.**15.** There are many buyers and sellers, but there is a range of prices rather than one market price**16.** The actual profit after working expenses not included in the calculation of gross profit have been paid**17.** The percentage increase in the price of goods and services, usually annually.**18.** A pricing technique to which odd-numbered prices are used to suggest bargains**19.** The practice of charging a high price on a new product or service in order to recover costs and maximize profits as quickly as possible; the price is then dropped when the product or service is no longer unique. **20.** The cycle through which every product goes through from introduction to withdrawal or eventual demise. | **Down****1.** Businesses are not allowed to charge different prices to similar customers in similar situations if doing so would damage competition. **3.** Price fixing imposed by a manufacturer on wholesale or retail resellers of its products to deter price-based competition.**5.** Advertising using billboards, transit posters, human directional (people holding signs), and aerials (blimps). **7.** There are relatively few sellers, and the industry leader usually determines prices.**8.**  The basic material from which a product is made.**9.** When the product is brought into the market. In this stage, there's heavy marketing activity, product promotion and the product is put into limited outlets in a few channels for distribution. Sales take off slowly in this stage. The need is to create awareness, not profits. (Product Life Cycle)**10.** A pricing technique that offers customers reductions from the regular price; some reductions are basic percentage off discounts and others are specialized discounts **11.** The pricing of goods on the basis of cost per unit of measure, such as a pound or an ounce, in addition to the price per item.**13.** Sales climb rapidly, units costs are decreasing, the product begins to show a profit, and competitors come into the market. (Product Life Cycle)**14.** The manufacturer's suggested retail price, determined by supply and demand, for consumer goods such as automobiles or electronics. |