|  |  |  |
| --- | --- | --- |
| Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date: \_\_\_\_\_\_\_\_\_ | Period: \_\_\_\_\_\_\_ |

Section 11.2

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| W | I | G | A | H | W | E | V | I | T | C | E | J | B | O | G | N | I | C | I | R | P | P | H |
| S | P | S | M | F | C | Z | R | G | X | Z | O | S | L | P | L | P | F | E | G | L | R | V | A |
| U | Z | D | E | T | E | C | I | R | P | T | S | I | L | H | D | I | H | T | C | I | P | A | B |
| K | L | D | C | V | Y | L | O | S | S | L | E | A | D | E | R | G | Z | G | C | R | X | Y | Q |
| T | D | K | I | I | Z | X | M | Q | K | H | D | V | S | U | G | S | F | E | I | W | S | M | Y |
| D | P | U | R | C | A | S | W | X | P | Q | X | X | P | N | G | S | D | C | D | C | O | E | C |
| D | V | G | P | D | Y | U | R | Y | N | V | H | B | I | M | B | I | E | Y | I | B | Y | F | L |
| P | G | C | E | W | E | A | G | C | B | X | O | C | F | O | S | C | N | L | G | H | N | L | L |
| R | I | R | S | I | K | C | T | Y | P | D | I | L | J | C | E | I | Q | Z | K | A | M | T | Q |
| I | V | S | A | R | U | X | E | P | V | R | O | L | R | I | I | P | E | P | Z | F | J | N | Z |
| C | P | A | B | C | L | N | O | P | P | T | S | I | L | X | M | D | M | K | Z | J | I | I | B |
| E | K | F | Y | D | Y | V | C | Y | T | E | M | I | W | A | V | I | X | T | T | G | L | O | A |
| F | I | V | J | Y | E | Z | R | R | L | I | N | L | R | B | N | A | U | V | N | C | A | P | I |
| L | H | O | E | U | N | O | J | L | N | G | V | K | L | G | Q | J | R | I | L | I | F | N | T |
| O | R | O | M | D | T | B | I | A | C | Q | U | E | M | G | G | Q | G | V | M | P | P | E | A |
| O | Z | P | J | A | A | N | T | N | V | P | E | M | P | S | U | U | V | J | D | M | C | V | N |
| R | C | O | D | O | G | I | F | W | D | C | F | B | M | R | O | C | U | M | B | L | B | E | D |
| A | O | E | B | P | O | H | F | P | I | O | T | X | I | G | I | Z | W | S | F | S | W | K | S |
| M | R | A | R | N | A | W | C | R | O | U | Z | U | E | A | E | C | O | D | C | E | K | A | W |
| P | T | I | O | I | Y | X | P | X | S | T | H | C | C | O | V | V | I | D | E | Z | Z | E | I |
| F | C | I | C | W | Z | D | W | O | P | O | I | G | I | W | I | X | D | N | I | R | Q | R | T |
| E | I | G | L | B | Y | Q | E | E | C | R | F | U | K | I | I | Q | Z | J | G | O | R | B | C |
| Z | R | U | G | N | I | C | I | R | P | L | A | C | I | G | O | L | O | H | C | Y | S | P | H |
| H | B | N | O | I | T | I | S | O | P | O | R | P | E | U | L | A | V | M | N | G | Y | N | W |

   Price Floor       Price Ceiling       Price Gouging       Loss Leader       Predatory Pricing       Deceptive Pricing       Price Discrimination       Bait and Switch       Psychological Pricing       Base Price       Markup       Break-Even Point       Pricing Objective       Selling Price       List Price       Value Proposition       Price