Name: ______________________________ Date: ________

Marketing Unit 2 Vocab Quiz

1. The Value of money or its equivalent placed on a good or service.	A. Penetration Pricing
2. Financial calculation that is used to determine the relative profitability of a product.	B. Psychological Pricing
3. Company's percentage of the total sales volume generated by all companies that compete in a given market.	C. Market Position
4. The relative standing a competitor has in a given market in comparison to its other competitors.	D. Return on Investment
5. The point at which sales revenue equals the costs and expenses of making and distributing a product.	E. Mark Up
6. The degree to which demand for a product is affected by its price.	F. Price Lining
7. An economic law that states that consumers will buy only so much of a give product, even it the price is low.	G. Demand Elasticity
8. A situation that occurs when competitors agree on certain price ranges within which they set their own prices.	H. Segmented Pricing Strategy
9. When a firm charges different prices to similar customers in similar situations.	I. Price Discrimination
10. A pricing method that allows consumers to compare prices in relation to a standard unit or measure.	J. Flexible Price Policy
11. An item priced at or below cost to draw customers into a store.	K. Promotional Pricing
12. The difference between the item's cost and the sale price.	L. Skimming Price
13. A policy in which all customers are charged the same prices.	M. Diminishing Marginal Utility
14. A policy in which customers pay different prices for the same type or amount of merchandise.	N. Product Mix Pricing Str
15. A pricing policy that sets a very high price for a new product.	O. Loss Leader
16. Setting the price for a new product very low to encourage as many as possible to buy the product.	P. Every Day Low Prices
17. Adjusting prices to maximize the profitability for a group of products rather than for just one item.	Q. Break Even Point

18. A pricing technique that sets a limited number of prices for specific groups or lines of merchandise.	R. Bundle Pricing
19. Pricing method in which a company offers several complementary, or corresponding, products in a package that is sold at a single price.	S. One Price Policy
20. Price adjustments required because of different shipping agreements.	T. Market Share
21. A strategy that uses two or more different prices for a product, though there is no difference in the item's cost.	U. Geographical Pricing
22. Pricing techniques that create an illusion for customers.	V. Unit Pricing
23. Low prices set on a consistent basis with no intentions of raising them or offering discounts in the future.	W. Price
24. Used in conjunction with sales promotions when prices are reduced for a short period of time.	X. Price Fixing