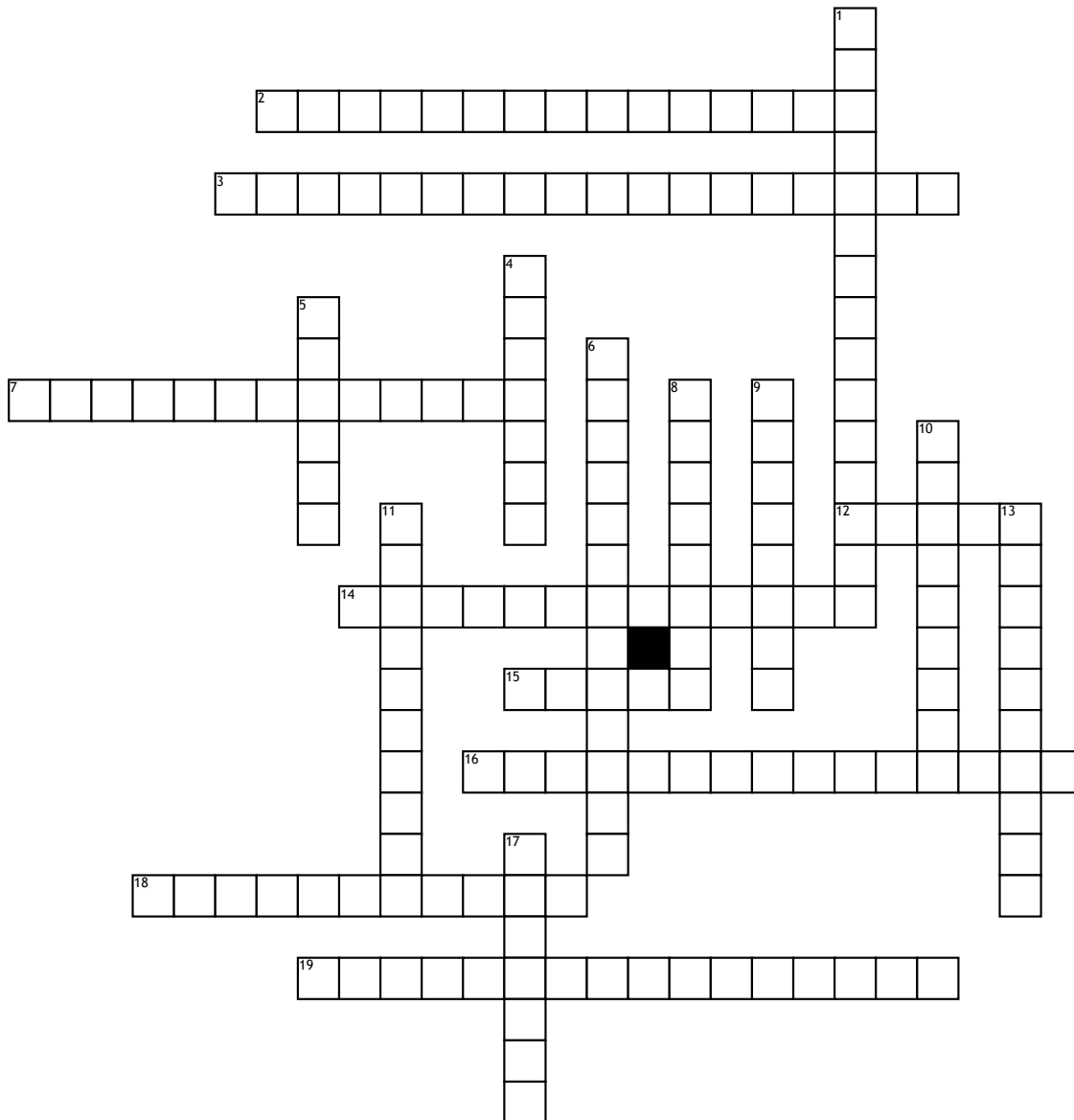


Name: \_\_\_\_\_

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

# Marketing



## Across

- 2. third step for determining price
- 3. determines the relative probability of a product company will price products to achieve a certain return on investment
- 7. the type of pricing that creates an illusion for customers
- 12. first stage of the product life cycle
- 14. software included with a new computer is an example of which type of pricing
- 15. The value of money placed on a good or service

16. type of pricing that suggests a bargain to increase sales and prices items in multiples

18. percentage of total sales volume generated by all competitors in a given market

19. fourth step for determining price

## Down

1. type of pricing that has odd bargain pricing, even numbered pricing conveys a quality image in this type of pricing

4. last stage of the product life cycle

5. second stage of product life cycle

6. pricing that includes several items at one price (ex. all inclusive trip)

8. the type of pricing that sets higher than average prices and suggests exclusiveness and status

9. third stage of product life cycle

10. last step for determining price

11. second step for determining price

13. first step for determining price

17. \_\_\_\_\_ plays an important role in the Product Life Cycle