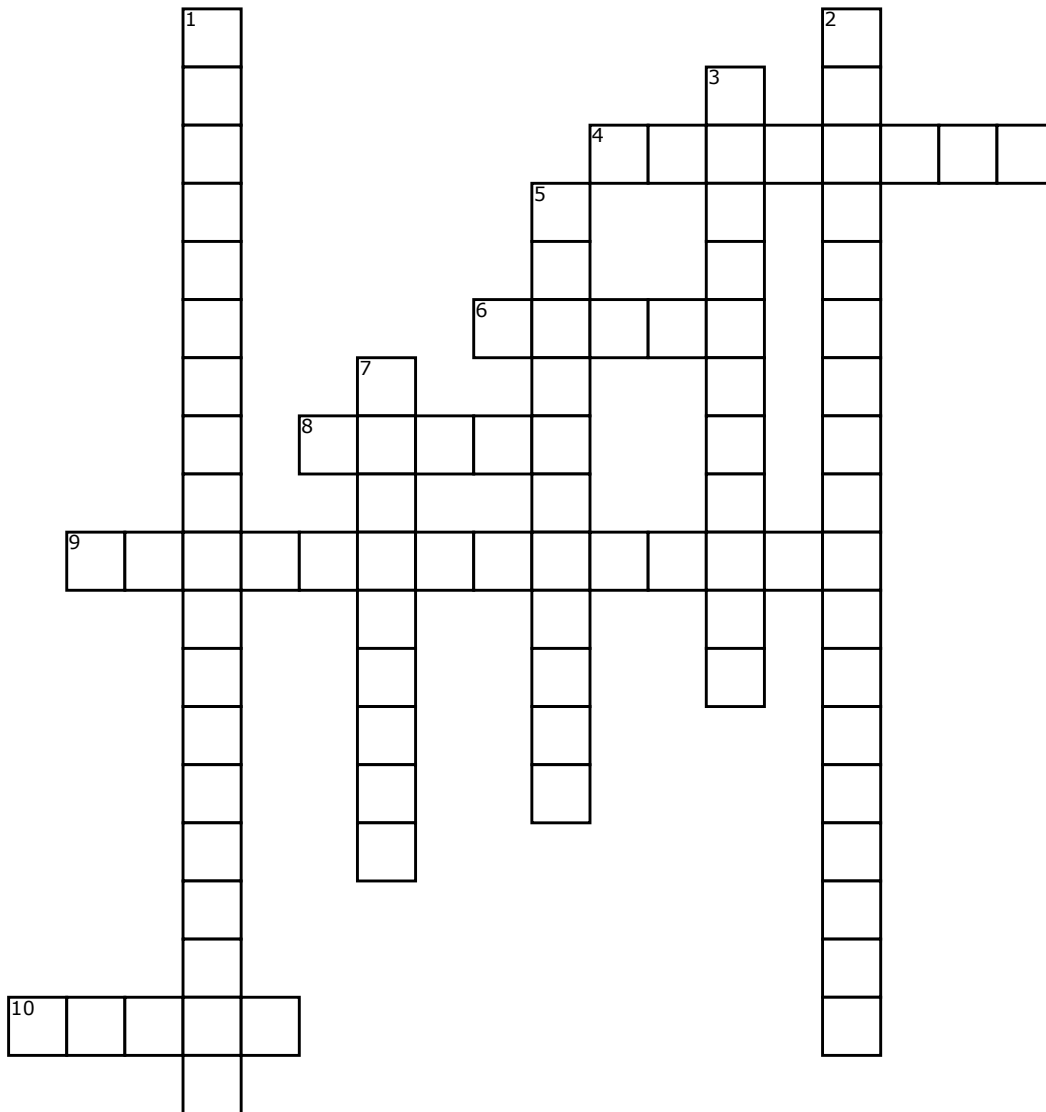


Name: _____

Date: _____

Pricing



Across

- 4.** Walmart's low price policy is the main focus of its advertising...
- 6.** The value in money or its equivalent placed on a good or service.
- 8.** Matter of anticipated satisfaction.
- 9.** The relative standing a competitor has in a given market in comparison to its other competitors.
- 10.** Wages, salaries, commissions, and bonuses are the various prices that businesses pay workers for...

Down

- 1.** Occurs when a firm charges different prices to similar customers in similar situations.
- 2.** A calculation that is used to determine the relative profitability of a product.
- 3.** Occurs when competitors agree on certain price ranges within which they set their own prices.
- 5.** A company's percentage of the total sales volume generated by all companies that compete in a given market.
- 7.** The exchange of a good or a service for another product.