

CHAPTER

11

Product, Price, and Place

Part 1: Content Review

Matching

Write the letter of the correct term for each definition on the line provided.

Terms

- | | |
|----------------|-----------------|
| A. intangible | F. loss leader |
| B. warranty | G. markup |
| C. quality | H. base price |
| D. guarantee | I. e-tailers |
| E. price floor | J. supply chain |

- _____ 1. Pricing an item much lower than the current market price or the cost of acquiring the product.
- _____ 2. The general price at which the company expects to sell the product.
- _____ 3. Something that cannot be touched.
- _____ 4. The minimum price set by the government for certain goods and services that it thinks are being priced too low.
- _____ 5. A written document that states the quality of a product with a promise to correct certain problems that might occur.
- _____ 6. The amount added to the cost to determine the selling price.
- _____ 7. A promise that a product has a certain quality or will perform in a certain way.
- _____ 8. Retailers that sell products through websites.
- _____ 9. The businesses, people, and activities involved in turning raw materials into products and delivering them to end users.
- _____ 10. An indicator of a product's excellence.