

Name:

Date:

Class:

Lesson 9.2

Build Your Vocabulary

As you progress through this text, develop a personal glossary of key terms. This will help you build your vocabulary and prepare you for a career. Write a definition for each of the following terms and add them to your personal glossary.

- competition-based pricing

Definition:

- cost-based pricing

Definition:

- demand-based pricing

Definition:

- keystone pricing

Definition:

- list price

Definition:

- manufacturer's suggested retail price (MSRP)

Definition:

- markup

Definition:

- penetration pricing

Definition:

- price skimming

Definition:

- pricing objective

Definition:

- pricing policy

Definition:

- pricing strategy

Definition:

- product line pricing

Definition:

- profit margin

Definition:

- promotional pricing

Definition:

- psychological pricing

Definition:

- return on investment (ROI)

Definition:

- return on sales (ROS)

Definition:

- selling price

Definition:

- unit pricing

Definition:

- Value

Definition: