

Bait pricing

[MKT829] Many pricing \_\_\_\_\_ consider the product line, rather than individual product items to be the appropriate unit of analysis.

Strategists

[MKT829] If marketers can determine the price elasticity of \_\_\_\_\_, setting a price is much easier.

Demand

[MKT829] Prices set at an artificially high level to convey quality image are called \_\_\_\_\_ pricing.

Prestige

[MKT829] A marketer can use price differentials if they do not hinder \_\_\_\_\_.

Competition

[MKT829] \_\_\_\_\_ is used as a means to segment the market on the basis of discretionary income or degree of need for the product.

Price

[MKT829] \_\_\_\_\_ are usually needed to move the product efficiently from the manufacturer to the foreign users.

Intermediaries

[MKT829] Psychological pricing attempts to influence customers \_\_\_\_\_ of price to make a product's price more attractive.

Perception

[MKT829] Marketing managers are most likely to embrace a \_\_\_\_\_ strategy when production capacity limits output or when competitors face some barrier to market entry.

Skimming

[MKT829] A \_\_\_\_\_ price is a low introductory price.

Penetration

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