

**Study guide 5.01 Knowledge of Pricing**

Name \_\_\_\_\_

**Understand the following concepts**

Quiz Friday April 22

1. Factors that affect price
2. Pricing objectives are the goals a company hopes to accomplish through its pricing strategies. What do pricing objectives relate to
3. Factors that affect selling price. There were 7 things we mentioned from the PowerPoint.
4. Pricing affects promotion decisions
5. Pricing affects place decisions
6. Pricing affects product decisions

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