**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Marketing 5.3 Questions**

**Checkpoint pg. 122**

* What is the difference between price and non-price competition?

**Checkpoint pg. 124**

* Name one way each of the mix elements can be used to enhance the value of a product?

**Think Critically pg. 125**

1. What causes prices to be the most important mix elements for

some customers?

2. What are the characteristics of companies who are successful using

price competition?

3. Why will the price of a product likely be higher if a business is

trying to increase profits rather than trying to increase sales?

4. What are some ways that contests, games and other similar

promotional activities can be misused by business?