

Marketing mix: Price

1) Fill in the gaps with the correct pictures.



Lamborghini Aventador S 2020

From AED 1,650,000



- Price brings _____ into the business.
- If the price is high, people see the product as **exclusive**.
- If the price is too high, people can't afford the product and **will not buy** it.

2) Write the missing letters

P_oduct

Pr_ce

Pl_ce

Prom_tion

3) Match the factors influencing the price with the correct pictures

laws

demand

cost of the product

price of similar products

