

Match the columns to complete the sentences that describe the key terms.

1	A competitive market is	the desire and willingness of customers to pay a particular price for a product.
2	Quality refers to	is a market with a large number of businesses.
3	To understand the value of something,	the method of setting the price for a product and is based on the objectives of the business.
4	Demand refers to	how much the product satisfies the needs and wants of the customer.
5	A pricing strategy includes	a person needs to compare the price of a good or service to its usefulness and quality.