**Prices Around Town**

**Directions:** Prepare a list of five businesses in your community. Write the names of the businesses in the spaces provided. Ask 10 people to indicate whether they think the businesses have a reputation for low, moderate, or high prices. Record each response on the chart by marketing a “1” under the appropriate category. Then, ask the people to   
explain their responses (why they feel that the prices are low, moderate, or high).   
Record their responses in the spaces provided. After all interviews are completed,   
respond to the questions on the next page and discuss your responses with your   
instructor.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Business Name** | **Prices**  **Low Moderate High** | | | **Reasons** |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |
| 4. |  |  |  |  |
| 5. |  |  |  |  |

**Prices Around Town** (cont’d)

**Questions:**

1. What factors did the interviewees most often mention as being associated with high prices?

2. What factors did the interviewees most frequently identify as being associated with low   
prices?

3. What factors did the interviewees most often mention as being related to moderate prices?

4. In your opinion, how are the product, place, and promotion decisions affected by pricing for:

a. The business with the highest prices?

b. The business with the lowest prices?

c. The business with the most moderate prices?