**Name That Competition—ANSWER GUIDE**

I \_ 1. A bowling alley and a sandwich shop

P = Price competition

N = Nonprice competition

D = Direct competition

I = Indirect competition

P \_ 2. A spring clearance sale

N \_ 3. Delivery services to customers

D \_ 4. Southwest Airlines and United Airlines

P \_ 5. Manufacturers’ rebates

N \_ 6. Online banking services

I \_ 7. McDonald’s and AMC Theaters

P \_ 8. A policy that a business will not be undersold

N \_ 9. Technical assistance to customers who purchase computers

D \_ 10. Ford Motor Company and General Motors

P \_ 11. Back-to-school sales

N \_ 12. Modern store facilities

D \_ 13. Pizza Hut and Papa John’s

P \_ 14. A coupon offering $1 off the price of a pizza

N \_ 15. A business being open 24 hours a day, 7 days a week

N \_ 16. Ten-year warranties on new automobiles

I \_ 17. Spotify and Netflix

P \_ 18. January white sales

D \_ 19. Wendy’s and Burger King

N \_ 20. New, improved laundry detergent

I \_ 21. BP Oil and Sam’s Auto Body

P \_ 22. A “buy one, get one free” offer

N \_ 23. Advertising the largest assortment of shoes

I \_ 24. A fitness gym and a beauty salon

D \_ 25. Holiday Inn and Country Motel