

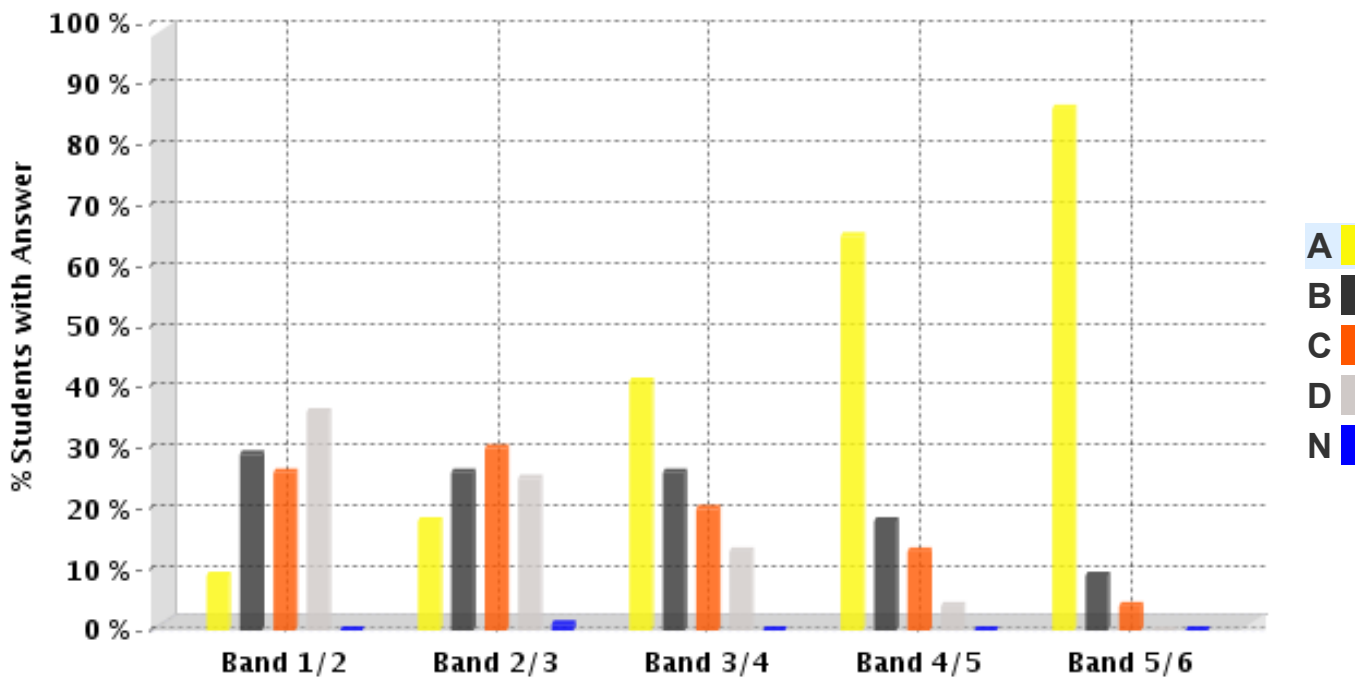
Question 17

A fast food outlet advertises a large soft drink for only 20 cents, knowing that customers will also buy additional items from the menu once they are in the store.

What pricing strategy is this?

- A Loss leader
- B Penetration
- C Price points
- D Skimming

HSC Statistics on this Question:



	Band 1/2	Band 2/3	Band 3/4	Band 4/5	Band 5/6
A	9%	18%	41%	65%	86%
B	29%	26%	26%	18%	9%
C	26%	30%	20%	13%	4%
D	36%	25%	13%	4%	0%
N	0%	1%	0%	0%	0%

The table and graph show, for the groups of students whose marks in the examination corresponded to the borderline between two bands, what percentages of each group selected the responses A, B, C and D. N is used to identify: No valid response.