Teacher Answer Key

Case Study

1. The surveys provided direct feedback on students' willingness to pay, allowing the club to set a price that aligned with the audience's budget.

2. Since attendance exceeded projections, a small increase in ticket price might still keep the event affordable while raising additional funds.

Multiple Choice

1. D

2. C

3. D

Matching

1-D, 2-A, 3-B, 4-E, 5-C

Fill-in-the-Blank

1) Historical data analysis, 2) Market analysis, 3) Fixed costs

Short Answer (Sample Responses)

Q1: Knowing both types of costs helps them price tickets accurately and ensure they cover unavoidable expenses while anticipating additional per-attendee costs.

Q2: By analyzing arrival rates and service rates, organizers can allocate resources to reduce waiting times, improving overall satisfaction.

Q3: Vendors can compare the cost of goods to potential sales volume, consider consumer demand trends, and evaluate the impact on profit margins before finalizing promotions.