

MARKAVIP operating from Kingdom of Saudia Arabia, as an emerging economy, and wanting to target markets in developed countries, such as UK and USA, must understand _____ within the population.

- market similarity
- market differences
- market dissimilarity
- domestic markets

When BASHA.com decides on its pricing strategy, _____ refers to the variability of purchase behavior with changes in price.

- price elasticity
- price transparency
- dynamic pricing
- competition-based pricing

Individual Web pages or clusters of pages that function as supplements to a primary site are _____.

- search engine optimization
- pay-per-click ads
- delighters
- microsites