**Prices in a Private Enterprise System**

**Independent Practice Assignment Sheet**

**Customer Service GAP Assignment #1:** A customer service gap is the differencebetween customers’ expectations of a service and the actual service they receive. Recall the last time they purchased a service. Did the performance meet your expectations? Was the price charged directly related to the quality of service provided? What improvements could the business implement to improve the service? Prepare a PowerPoint presentation to explain the experience and suggestions for improvements.

**Ethics and Pricing Assignment #2:** Ticket scalping is prohibited in many states, yetindividuals scalp tickets to attend highly demanded events. Conduct research to determine the meaning of ticket scalping and then research the policy of ticket scalping for a chosen state. Prepare a one-page report about ticket scalping, free market economy, and supply and demand.

**Price Line Assignment #3:** Select a product or service that has two to three pricelines. Create a table with one column for the name of he product or service and one column for each price line. In each price line column, list the features that correspond to the price. Prepare a poster that reflects your findings.

**PRICE ELASTICITY**

Ask students to select two products or services that consumers can purchase. Then have students record three prices for each product or service—a low, average, and high price. Survey 20 people and ask them (1) if they would buy the items at the different price levels and (2) how many of the items they would buy at one time at the different price levels. Create a table to show the elasticity of demand for each item based upon survey results.