

Changing Your Price

Assume that your number one goal is to make money from selling tickets to a popular sporting event. In your group, please answer the following questions:

1. Describe a scenario in which you might lower your set price, to sell these tickets.

2. Describe a scenario in which you might raise your price, to sell these tickets.

3. In what way(s) would the demand for these tickets influence the price that you set for them?
