

Name: _____

Hour: _____

Marketing Math

Instructions: Figure the Return on Investment (ROI) for each of the following:

| | Selling Price | Investment | Profit | ROI (%) |
|-----|----------------------|-------------------|---------------|----------------|
| 1. | \$2.39 | 1.58 | | |
| 2. | \$5.67 | 4.36 | | |
| 3. | \$8.66 | 5.55 | | |
| 4. | \$10.10 | 8.00 | | |
| 5. | \$12.30 | 6.31 | | |
| 6. | \$13.98 | 3.33 | | |
| 7. | \$20.99 | 11.97 | | |
| 8. | \$50.33 | 35.00 | | |
| 9. | \$98.88 | 80.00 | | |
| 10. | \$109.95 | 50.66 | | |

Instructions: Figure the Break-Even Point for each of the following:

| | Total Costs | Units Produced | Unit Price | Break-Even Point |
|-----|--------------------|-----------------------|-------------------|-------------------------|
| 1. | \$1.59 | 150,000 | \$2.99 | |
| 2. | \$1.29 | 100,000 | \$2.09 | |
| 3. | \$10.69 | 700,000 | \$19.79 | |
| 4. | \$24.12 | 694,000 | \$45.00 | |
| 5. | \$100.73 | 209,000 | \$189.99 | |
| 6. | \$149.83 | 439,000 | \$208.93 | |
| 7. | \$218.38 | 100,000 | \$304.34 | |
| 8. | \$313.93 | 209,000 | \$400.00 | |
| 9. | \$400.00 | 298,000 | \$600.00 | |
| 10. | \$389.39 | 1,000,000 | \$600.00 | |

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Marketing Math

Instructions: Figure the Mark-up for each of the following:

| | Retail Price | Cost | Mark-up (\$) | Margin (%) |
|-----|---------------------|-------------|---------------------|-------------------|
| 1. | \$13.88 | \$7.00 | | |
| 2. | \$16.99 | \$12.70 | | |
| 3. | \$58.99 | \$45.40 | | |
| 4. | \$83.00 | \$78.80 | | |
| 5. | \$123.99 | \$110.00 | | |
| 6. | \$1,050.50 | \$988.00 | | |
| 7. | \$1,500.00 | \$1,289.00 | | |
| 8. | \$1,688.88 | \$1,481.00 | | |
| 9. | \$1,708.60 | \$1,563.00 | | |
| 10. | \$2,139.99 | \$1,900.00 | | |

Try This One:

Computer Warehouse sells batteries (\$3) and small boxes of pens (\$5). In August, total sales were \$960. Customers bought 5 times as many batteries as boxes of pens. How many of each did Computer Warehouse sell?