Name _____

Rate Showdown Answer Key

1. 50%
2. 20%
3. 40%
4. 25%
5. 25%
6. 25%
7. 25%
8. 25%

Teacher's Guide

- Quick implementation: Emphasize that markup percentage uses cost as the denominator, while gross margin percentage uses selling price.
- Differentiation: Have students first calculate and label the profit for every item before choosing the correct formula.
- Engagement: Ask students to act as retail analysts checking two different ways a store measures profit on its products.
- Extension: Have students calculate both the markup percentage and gross margin percentage for two products, then compare the results.

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