

RAP Questions for the Laptop

[Answer the following questions for packs if in pack outlets or cartons if in carton outlets]

1. Which has a larger pack/carton discount, Basic or GPC?

- ☐ Basic
☐ GPC
☐ Neither has a discount (Skip to Q. 5)

2. What is the base retail price for a pack/carton of [Brand from Q. 1]?

\$XX.XX

3. What is the promoted price that the smoker will pay for a pack/carton of [Brand from Q. 1]?

\$XX.XX

4. How many weeks during the month of [auto-fill with the current work plan month] will [Brand from Q. 1] be on deal?

- ☐ One week
☐ Two weeks
☐ Three weeks
☐ Entire month

5. Is Marlboro discounted?

- ☐ Yes
☐ No (SKIP to Q. 9)

6. What is the base retail price for a pack/carton of Marlboro?

\$XX.XX [Auto-fill this response in Q.10 if needed]

7. What is the promoted price that the smoker will pay for a pack/carton of Marlboro?

\$XX.XX

8. How many weeks during the month of [auto-fill with the current work plan] will Marlboro be on deal?

- ☐ One week
☐ Two weeks
☐ Three weeks
☐ Entire month