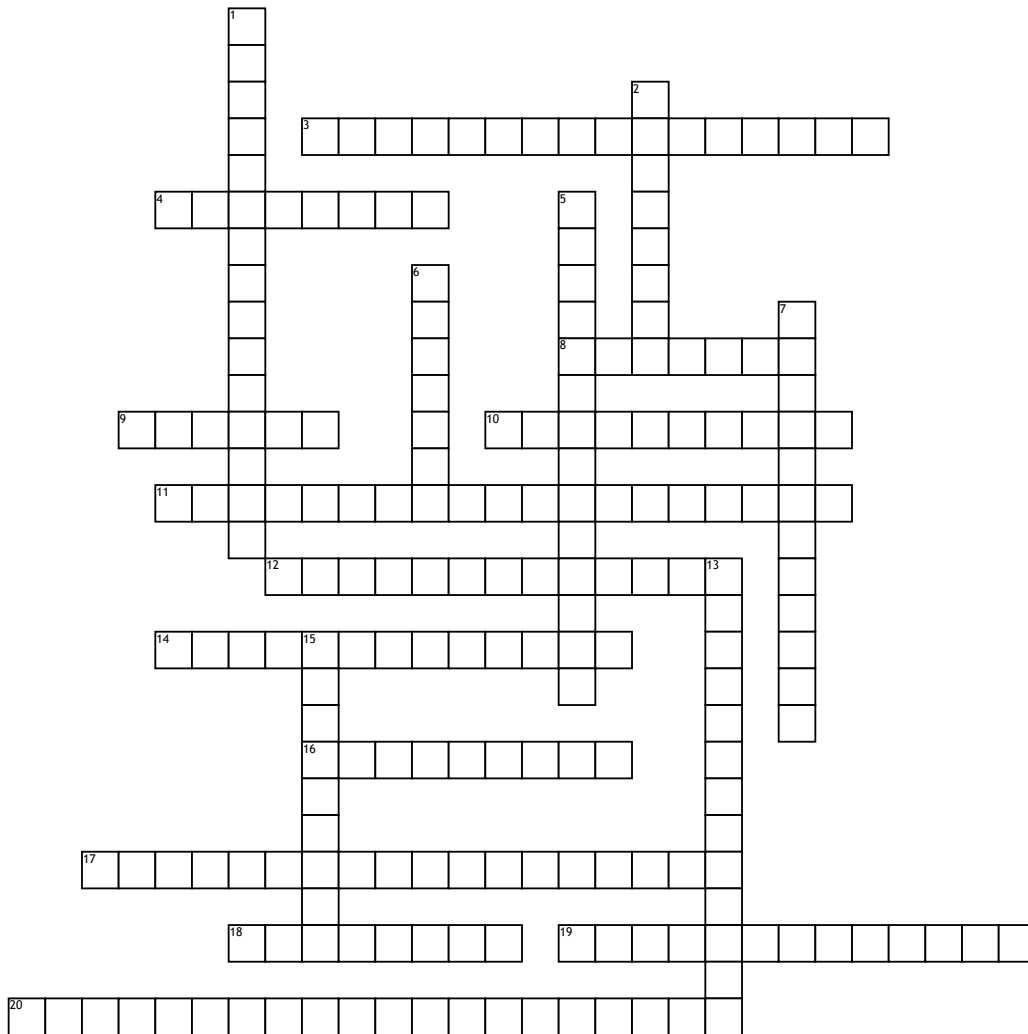


5.00 Review Crossword



Across

- 3. Where you consider your business costs and your profile objectives
- 4. When a company controls all of a market.
- 8. Sales and profits continue to fall
- 9. An individual's need or desire for a product or service at a given price.
- 10. Which of the following characteristics is descriptive of a meaningful company objective?
- 11. A pricing technique in which items are priced in multiples
- 12. A paid form of communication sent out by a business about a product or service

- 14. Using the Internet to advertise.
- 16. There are relatively few sellers, and the industry leader usually determines prices.
- 17. The amount customers owe a business
- 18. To sell or offer for sale at a reduced price
- 19. Making as much money as possible or simply covering the cost
- 20. A printed advertisement that is published in a newspaper

- 5. Advertising by radio and television. Also called Time Media
- 6. Which of the following does effective product/service management help businesses to do?
- 7. The maximum price a seller is allowed to charge for a product or service
- 13. When considering a new product for your company, you decide to introduce the product in only three states for a six-month period
- 15. Distribute for a particular purpose

Down

- 1. The amount a business owes to creditors
- 2. Clearly defined or identified.

Word Bank

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|-----------------------|-----------------------|---------------------|--------------------|
| Web-based Media | Compete | Measurable | Monopoly |
| Decline | Ceiling Price | Accounts Recievable | Cost-Based-Pricing |
| test marketing | Multiple-Unit-Pricing | Accounts Payable | Oligopoly |
| Demand | Allocates | Specific | Broadcast media |
| Newspaper Advertising | Profitability | Advertisement | Discount |