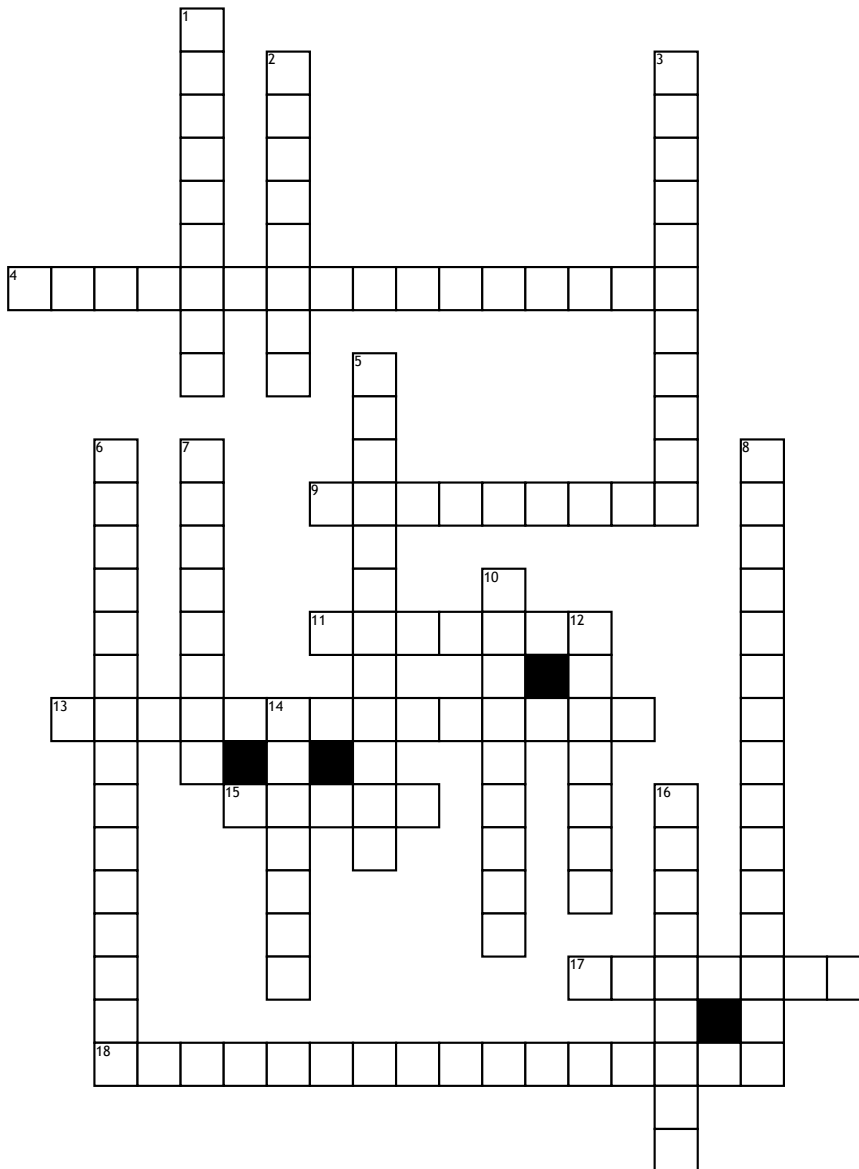


Name: _____

Date: _____

7.01 Key Terms



Across

4. A philosophy of conducting business that is based on the belief that all business activities should be aimed toward satisfying customer wants and needs while achieving company goals

9. The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large

11. A fact about or characteristic of the product

13. Promotional activities other than advertising, personal selling, and publicity that stimulate customer purchases

15. Tangible objects and materials

17. A marketing function that involves determining and adjusting prices to maximize return and meet customers' perceptions of value

18. The general conditions in which people live; quality of life

Down

1. The people who make or provide goods and services

2. The management function of deciding what will be done and how it will be accomplished

3. Any paid form of nonpersonal presentation of ideas, goods, or services

5. Tangible items that should last a long time

6. Tangible items that are consumed within a short time

7. Intangible activities that are performed by other people for money; productive acts that satisfy economic wants

8. The form of promotion that determines client needs and wants and responds through planned, personalized communication that influences purchase decisions and enhances future business opportunities

10. The people who buy goods and services

12. The system in which people make and spend their incomes

14. Marketing element referring to what goods, services, or ideas a business will offer its customers

16. Any nonpersonal presentation of ideas, goods, or services that is not paid for by the company or individual that benefits from or is harmed by it