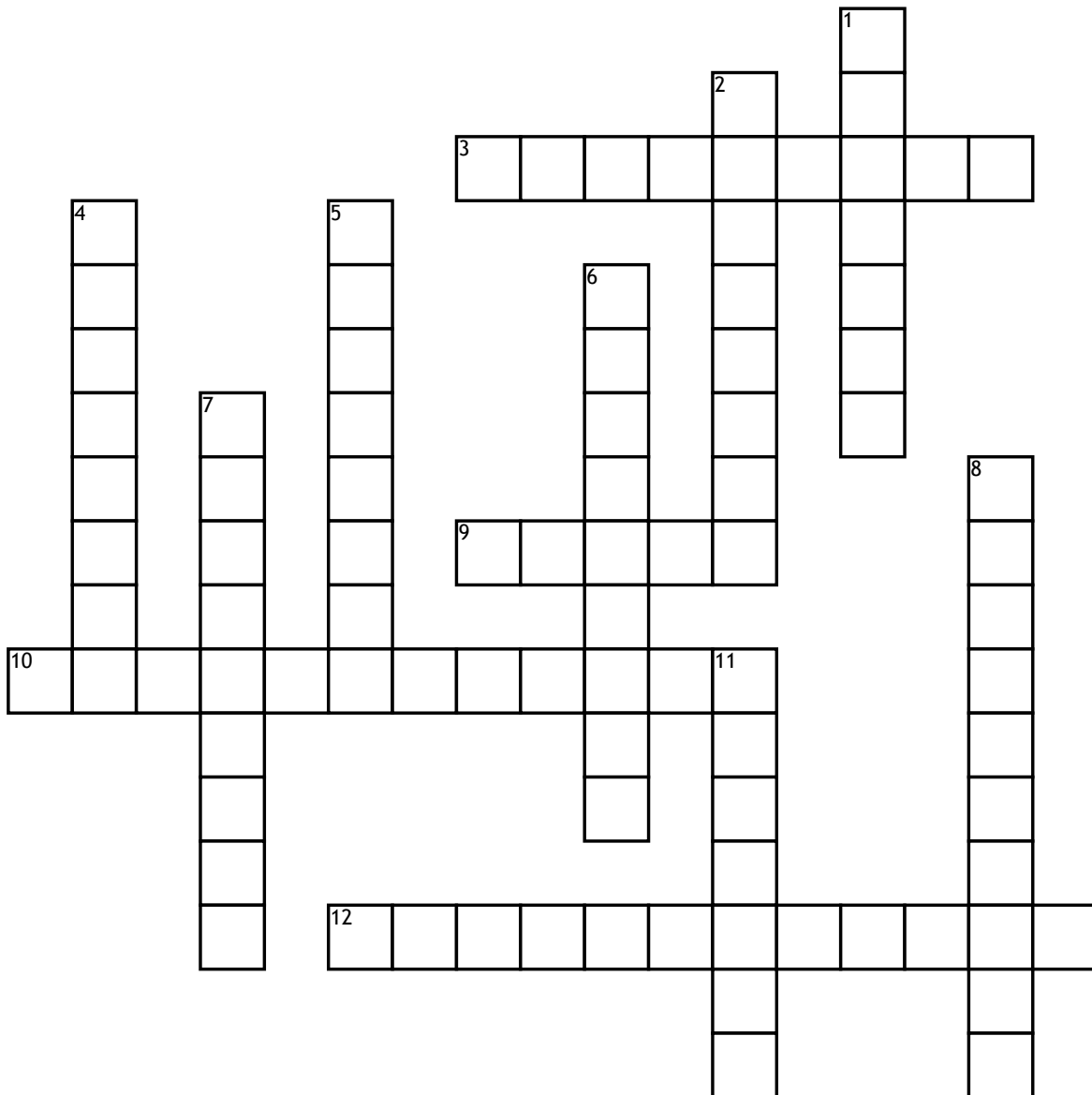


# Business Law Chapter 1



**Across**

**3.** The process of planning, pricing, promoting, selling, and distributing ideas, goods, or services to create exchanges that satisfy customers.

**9.** Tangible items that have monetary value and satisfy your needs and wants.

**10.** This refers to statistics that describes a population in terms of personal characteristics.

**12.** Tools marketing professionals or businesses use and control in order to influence potential customers

**Down**

**1.** The added value to a product.

**2.** Intangible items that have monetary value and satisfy your needs and wants.

**4.** This happens every time something is sold in the marketplace.

**5.** Type of market who purchase goods and services for personal use.

**6.** How potential customers will be told about a product.

**7.** People who buy products.

**8.** This is a type of market that is also called business-to-business market.

**11.** This function provides customers with goods and services they want to buy.