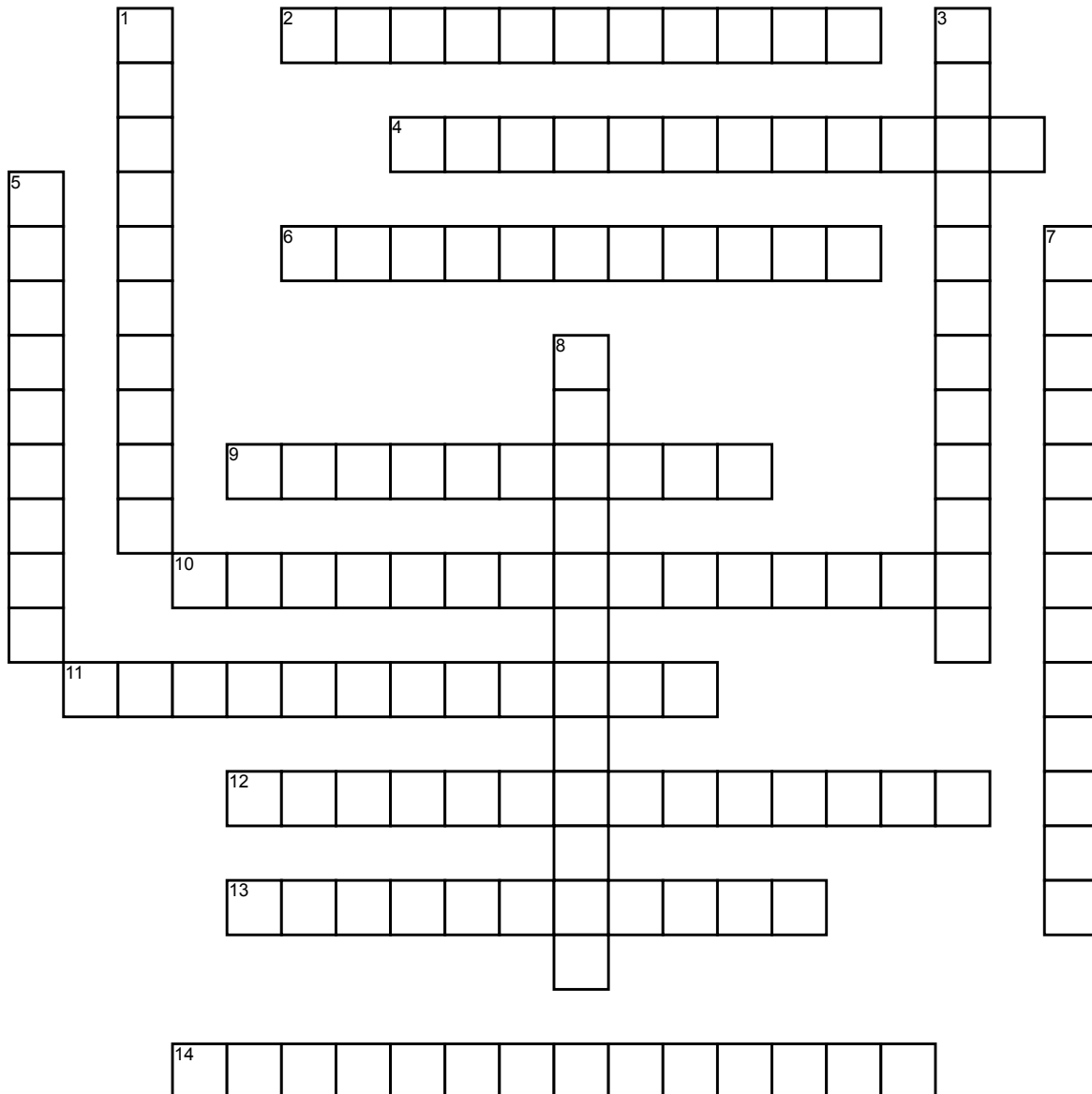


Name: _____

Date: _____

Ch. 6 & 9



Across

2. This is used to get a desired customer response

4. Identifying this will help you reach the people you most want to sell to

6. Used to help identify and understand the target market

9. Allows for more in-depth discussion about a topic

10. Advertising and promotion are examples of this

11. Family size is an example of this

12. Personality traits is an example of this

13. There are six of these techniques

14. Can be used to identify market segments

Down

1. Also known as product assortment

3. Sent to targeted members of the media

5. Promotion that can be negative or positive

7. Entrepreneurs usually use this when beginning research of their target market

8. You need this to market your business well