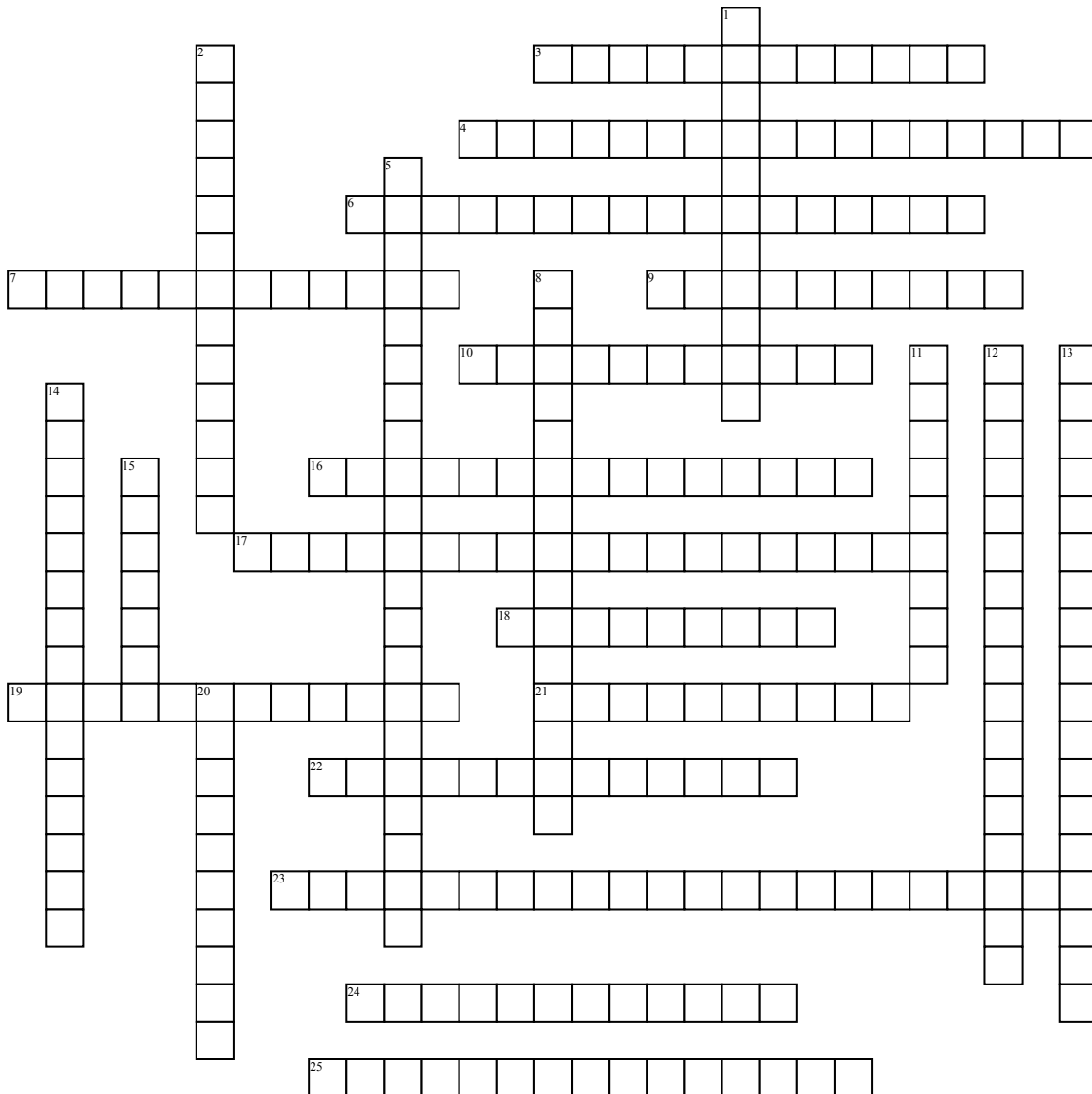


FMD 258: Mid-Term Study Guide



Across

3. Increase in income causes fall in demand
 4. International entry tactic when companies enter each country one after another
 6. Only do business in their home countries; between states
 7. shop 4x a week and spend the least per trip but most annually
 9. Tracts of land on the edge of a shopping center/commercial site that are owned by developer of property
 10. Difference between net sales and cost of merchandise; percentage
 16. Content, Community, Commerce, Context, Connection, Conversation
 17. Anxiety when people have mixed feelings or beliefs

18. Shop 2x a week, ignore pricing; spend most per trip and least annually
 19. Using an existing or potential retail site as locus to determine trading radius
 21. Increase in income causes a bigger % increase in demand
 22. Shop 2.5x per week, influenced by location and in-store promotion(impulse)
 23. Business in home country and within trading bloc; two or more diff. countries
 24. 150,000 square feet; 70% general merchandise and 30% food products
 25. Stand alone specialty stores feature merchandise by international designers

Down

1. Selling of one business to another company
 2. tax rates across several countries are brought into equilibrium

5. Time, Place, Form, and Possession
 8. Exchange between two or more different countries across international borders; look to invest
 11. Allows company a grace period to reorganize its financial affairs
 12. International entry tactic when companies enter several countries simultaneously
 13. Store-within-a-store departments featuring internationally known merchandise
 14. Achieves greater market share, able to charge premium prices, generates a lot of consumer loyalty
 15. Exporting goods priced lower than those manufactured in the country that imports the merchandise
 20. Increase in income causes increase demand