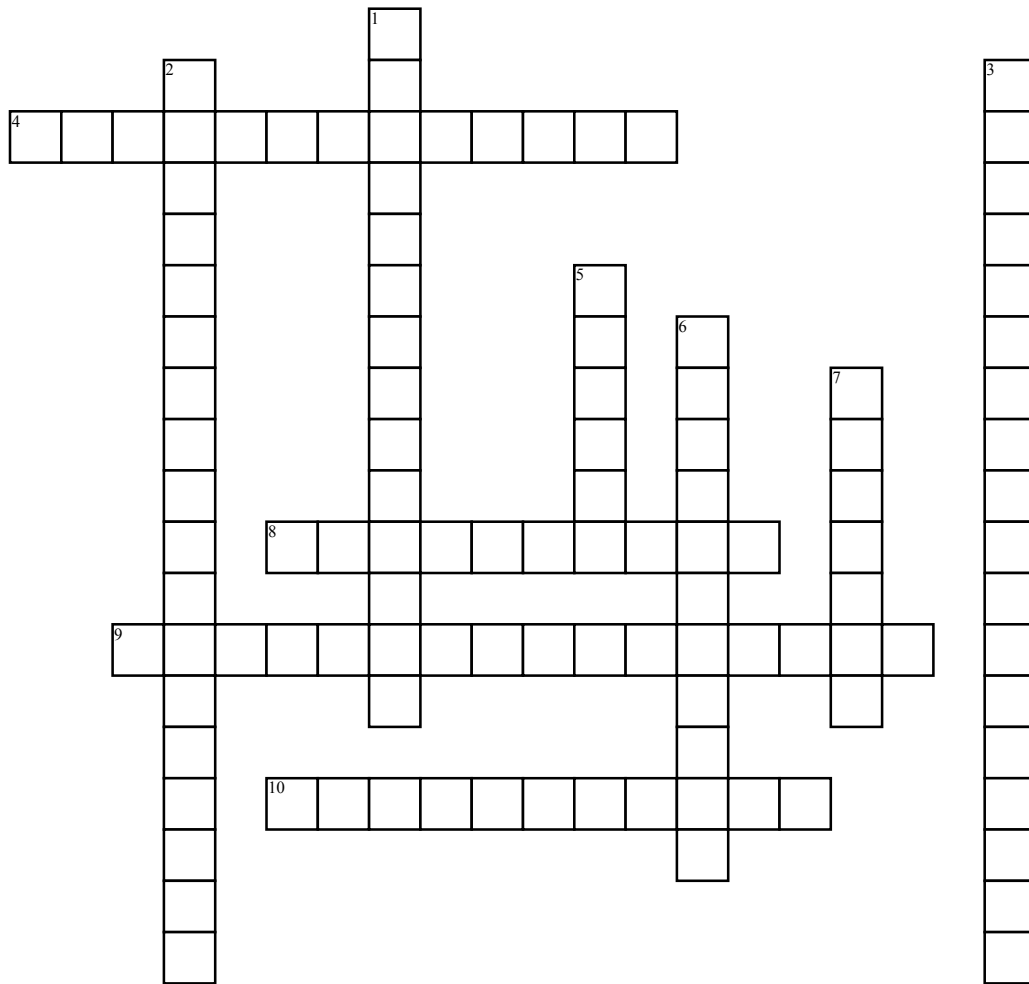


Intro Crossword



Across

- 4. The action of marketing and selling product directly to the consumer in a non-retail environment
- 8. Total number of products lines a company offers to its customers
- 9. Is changing different prices to different people
- 10. The portion of a market controlled by a particular company or product

Down

- 1. Is the production level where total revenues equal total expenses

- 2. Ratio between the net profit and cost of investment resulting from an investment
- 3. Artificially increases a products value for a sales boost
- 5. An economy system in which the decision regarding investment production and distribution are guided by the price signals created by the force
- 6. It is an original economic system in which traditional customers and beliefs help share the good and service
- 7. An economy in which production investment price and income are determined centrally by a government

Word Bank

- | | | | |
|----------------------|------------------|----------------|-------------|
| Return on investment | Break even point | Direct selling | Product mix |
| Promotional pricing | Traditional | Market share | Command |
| Segmented pricing | Market | | |