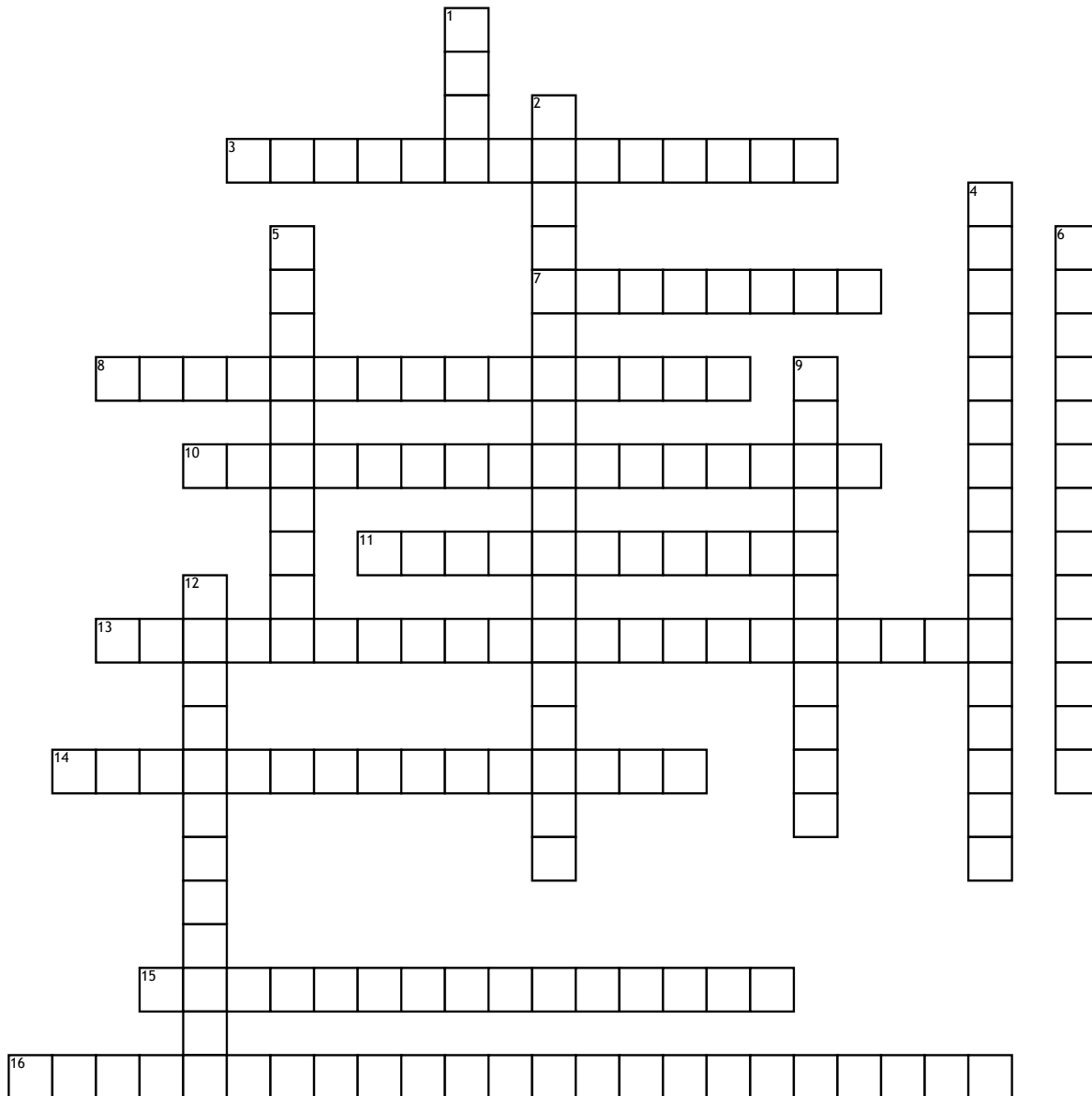


Name: _____

Date: _____

Marketing.1



Across

3. The combination of promotional methods used by businesses to communicate with its customers
 7. When someone gives up something in return for something else
 8. Where products are priced by covering the cost of it to the retailer and adding a percentage on top
 10. Shows how the sales of a product may change over time

11. Buy in large quantities from a producer and sell to retailers, breaking bulk
 13. A product with a low market share in a fast-growth market
 14. Short-term incentives to encourage customers to buy
 15. When there is a direct link from the producer to the customer with no intermediaries
 16. A group of buyers with similar needs within the overall market

Down

1. What we would like to satisfy our needs

2. Matching the prices that competitors charge
 4. Collection of products that a firm produces
 5. A product that has a low market share in a low-growth market
 6. Setting a high price for a product when it first enters the market
 9. Measures the number of items sold
 12. When a market is divided into different groups of needs and wants