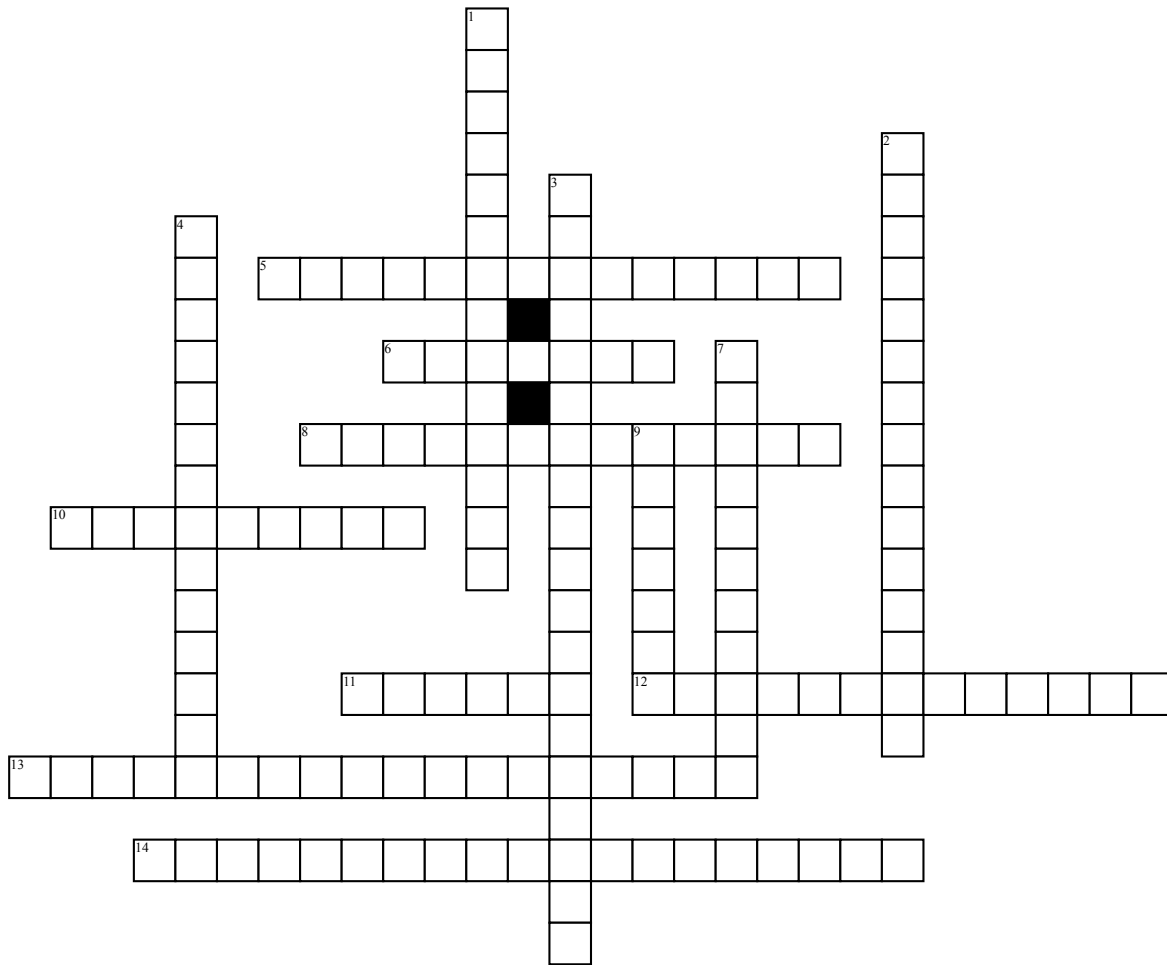


Name: \_\_\_\_\_ Date: \_\_\_\_\_ Period: \_\_\_\_\_

# Marketing



## Across

- 5.** difference in value between imports and exports  
**6.** goods and services purchased by other countries  
**8.** offering several complimentary products included with the price  
**10.** commercial exchange between nations that is conducted

- 11.** Rellers add a dollar amount to their cost  
**12.** sets a high price for a new product  
**13.** markdown to arrive at price  
**14.** customers pay different amounts for similar products

## Down

- 1.** all customers are charged the same price

- 2.** all costs are calculated then desired profit is added  
**3.** to adjust products because of the locations  
**4.** point when revenue equals costs and expenses  
**7.** sets limited number of prices for specific groups  
**9.** goods or services purchased from other countries