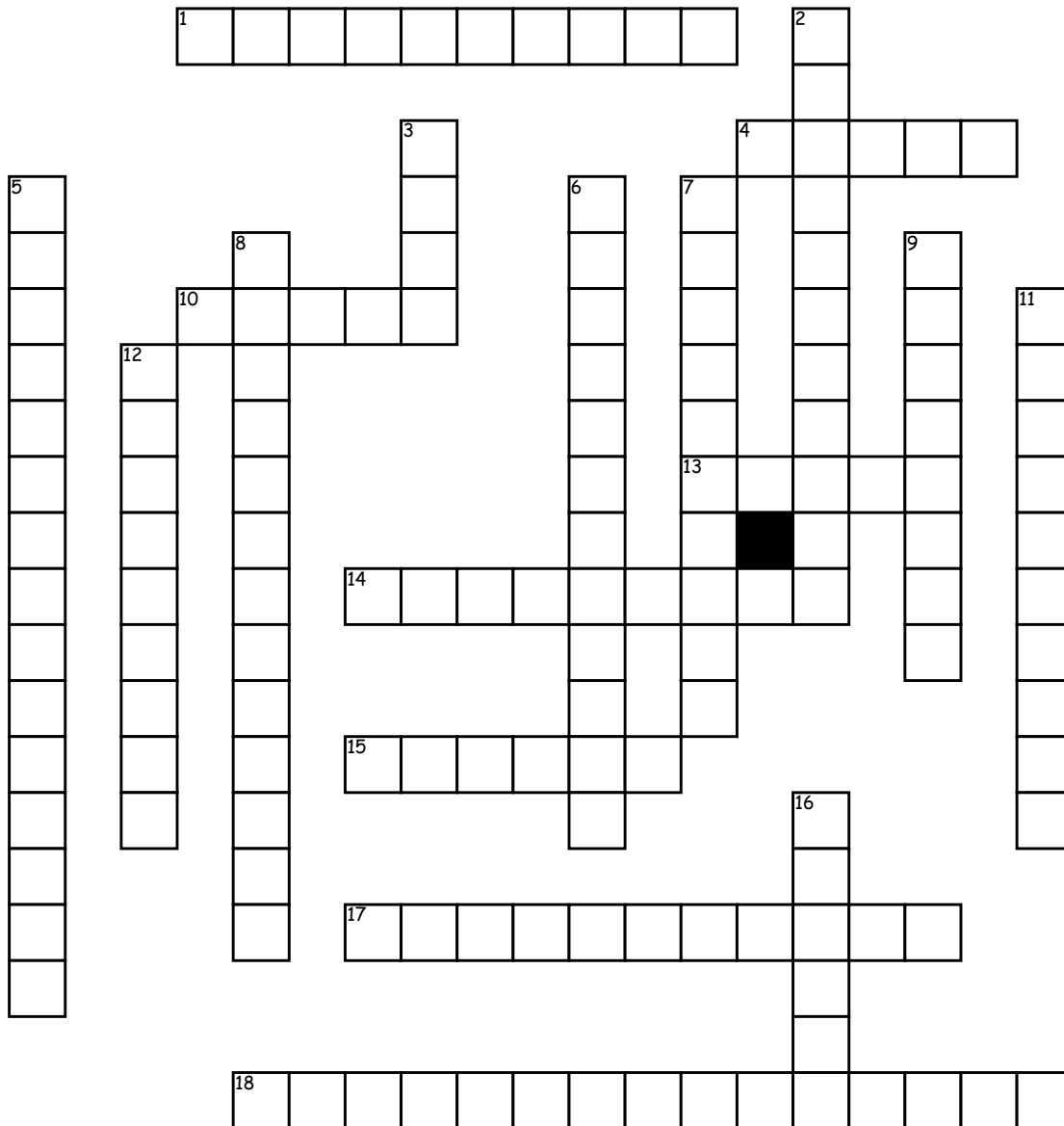


Name: _____

Date: _____

Marketing



Across

1. which two senses are most useful in advertising?
4. what does the first P in 'PEEL' stand for?
10. One of the marketing principles a business must do, is to set ...?
13. personal selling allows the seller to customise and ... their message.
14. Advertising is most ... in drawing in potential buyers
15. Webpages can be referenced with or without an...?

17. A product that is obviously different from another in terms of colour, shape, size is described as ...?

18. One of the three main purposes of advertising is to help potential buyer make a choice among

Down

2. 'Every little helps' is Tescos...?
3. Advertising in newspapers is usually factual, however this information can sometimes be ...?
5. Personal selling makes it easier to locate ...?

6. You open your essay with an...?

7. the customer is a key component in advertising.

8. Advertising is a paid form of ...

9. Finish this sentence - After making my point I must use evidence and explain it, then link it back to the...?

11. Marketing uses information gathered by applying principles from economics, sociology and?

12. Advertising is a form of ...?

16. personal selling can be ... intensive