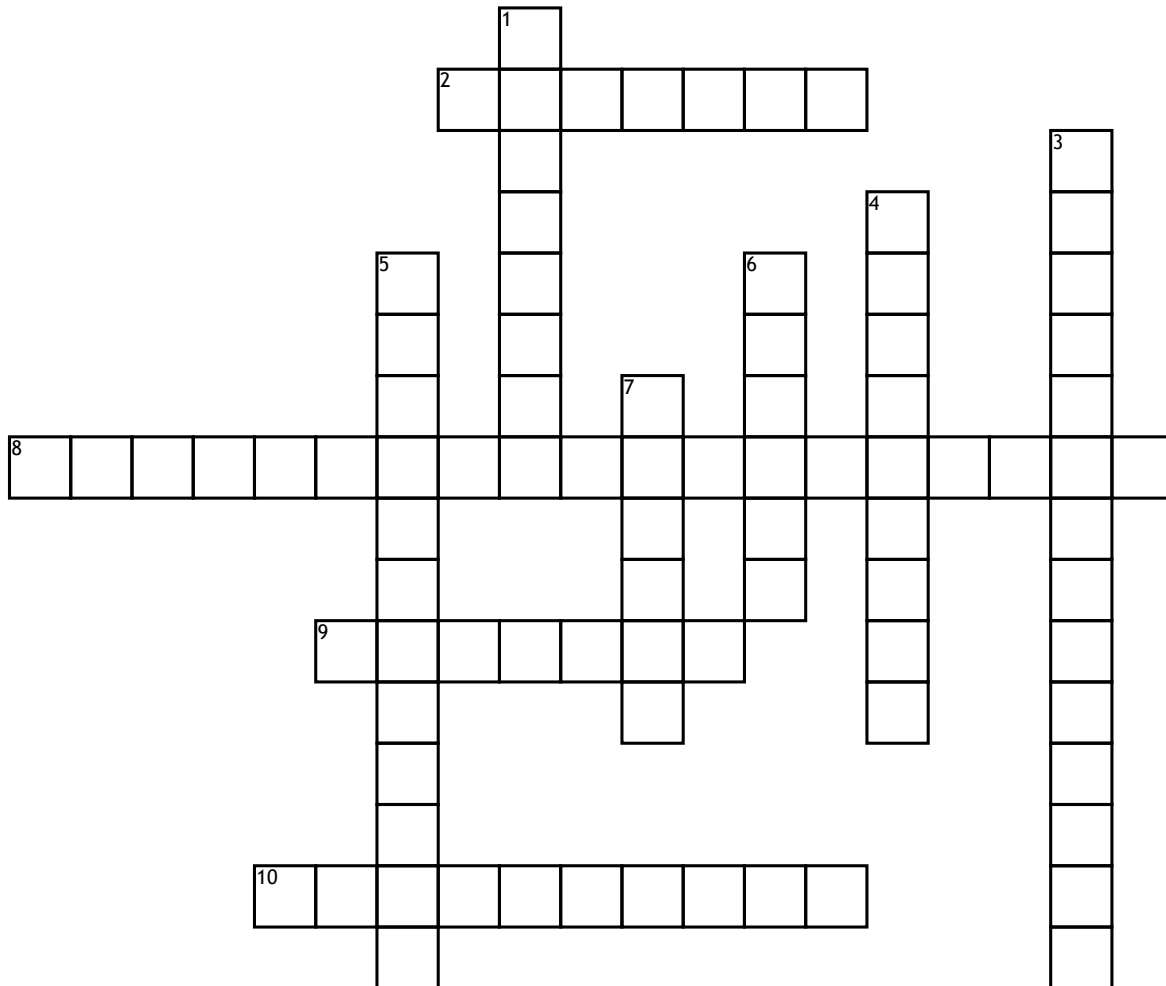


# Marketing management



## Across

2. Anything that can be offered to a market to satisfy a want/need
8. Management of all activities related to marketing
9. Marketing is the business process by which products are \_\_\_\_ with the markets.
10. Decisions related to quality, design of products etc?..

## Down

1. Function which gives name to the product?
3. Selling what you have. Name the concept?
4. It's a social process by which people obtain what they need
5. Customer is ready to give a price for the product only when he gets
6. Selling assumes \_\_\_\_ for the products.
7. Marketing management refers to management of all activities related to