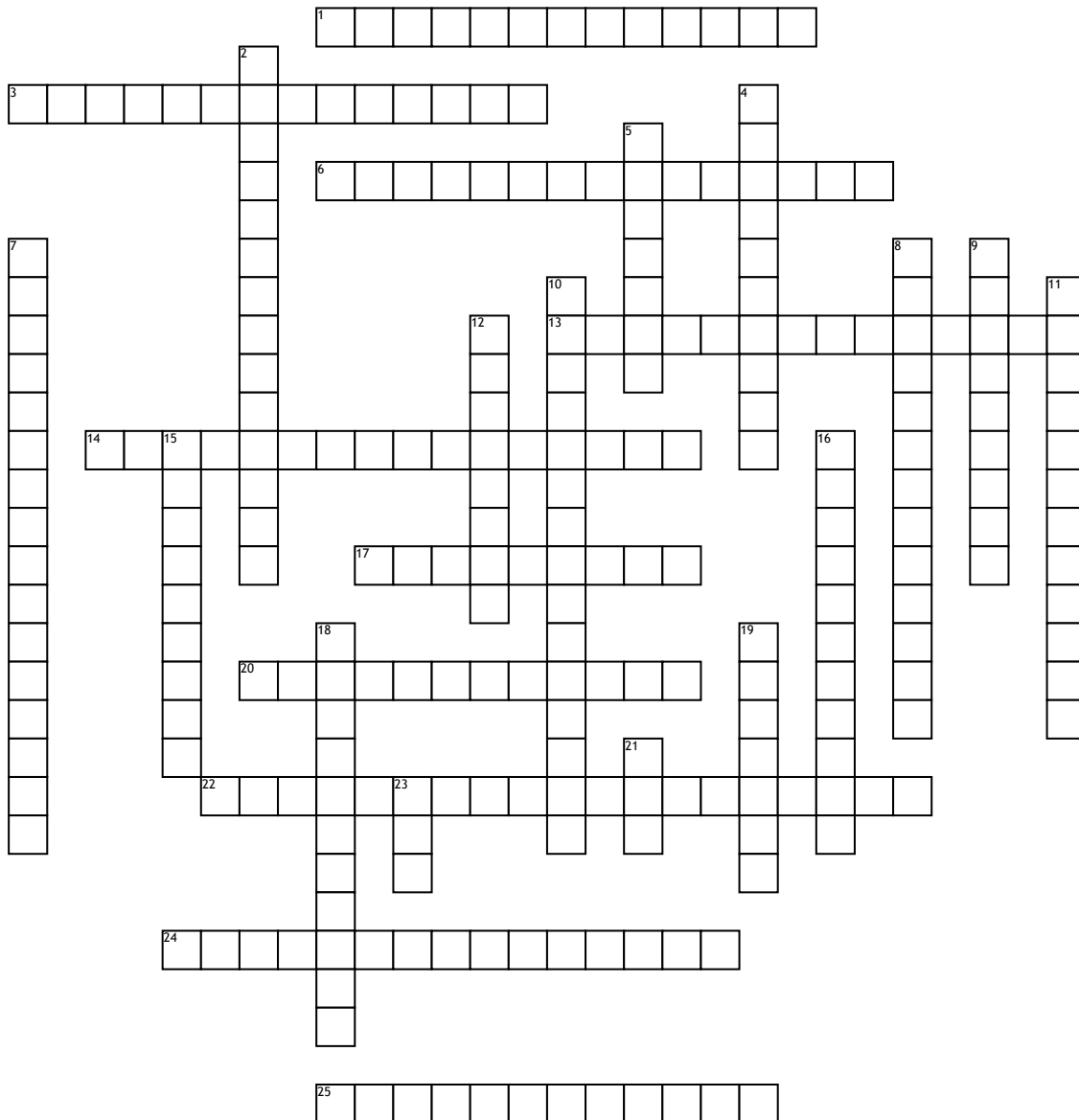


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Midterm



## Across

1. boycotting foreign-made products in order to support domestic manufacturers
3. the difference between a countrys imports and exports over a period of time, such as a year
6. the establishment of uniform operational, environmental, and monetary systems across several countries
13. used within a web site to allow visitors to locate information or items easily
14. the tendency of retailers to offer the same or similar goods as their competition
17. the international entry tactic by which companies enter several countries or markets concurrently
20. number of different product lines carried in store
22. retailer against a wholesaler or manufacturer that also engages in retailing
24. retail outlets that present large selections of highly focused limited lines of merchandise in small or large factories

25. stores of 150,000 square feet or more, 70 percent of which is devoted to general merchandise and 30 percent of food products

## Down

2. a discount store that operates on much lower markups and gross margins than other discount retailers (dollar store)
4. probing a database for pertinent information that can be used to target future offers to customers
5. embedded code that users set into web sites, blogs, or social networking pages to provide information, interactive activities, and items for sale
7. stores that have drawing power because they offer unique merchandise, cater to a specific lifestyle, or have store brand identification
8. products bearing name brands or with special features that buyers will go out of their way to purchase
9. the period of time between a persons receipt of a catalogue or advertisement and the actual sale
10. the practice of acquiring or developing companies or stores that are not directly related to a firms core business

11. high priced merchandise, which is usually purchased after the buyer compares the offerings of more than one retailer (personal and household purchases, furniture)

12. the number of times inventory is sold and replaced in a year

15. department stores that operate on higher gross margins, provide more impressive facilities, and offer moderate prices to middle class consumers

16. needs that stem from the socialization process and involves intangibles such as status, acquisition, or love

18. the perception a customer has of a company or product in relation to others

19. the practice of exporting goods that are priced lower than the same goods manufactured in the country that imports the merchandise, creating an unfair advantage

21. economic indicator that measures changes in the cost of living due to inflation

23. customer relationship management, gathering and using database information to reach customers more effectively, identify their needs more specifically