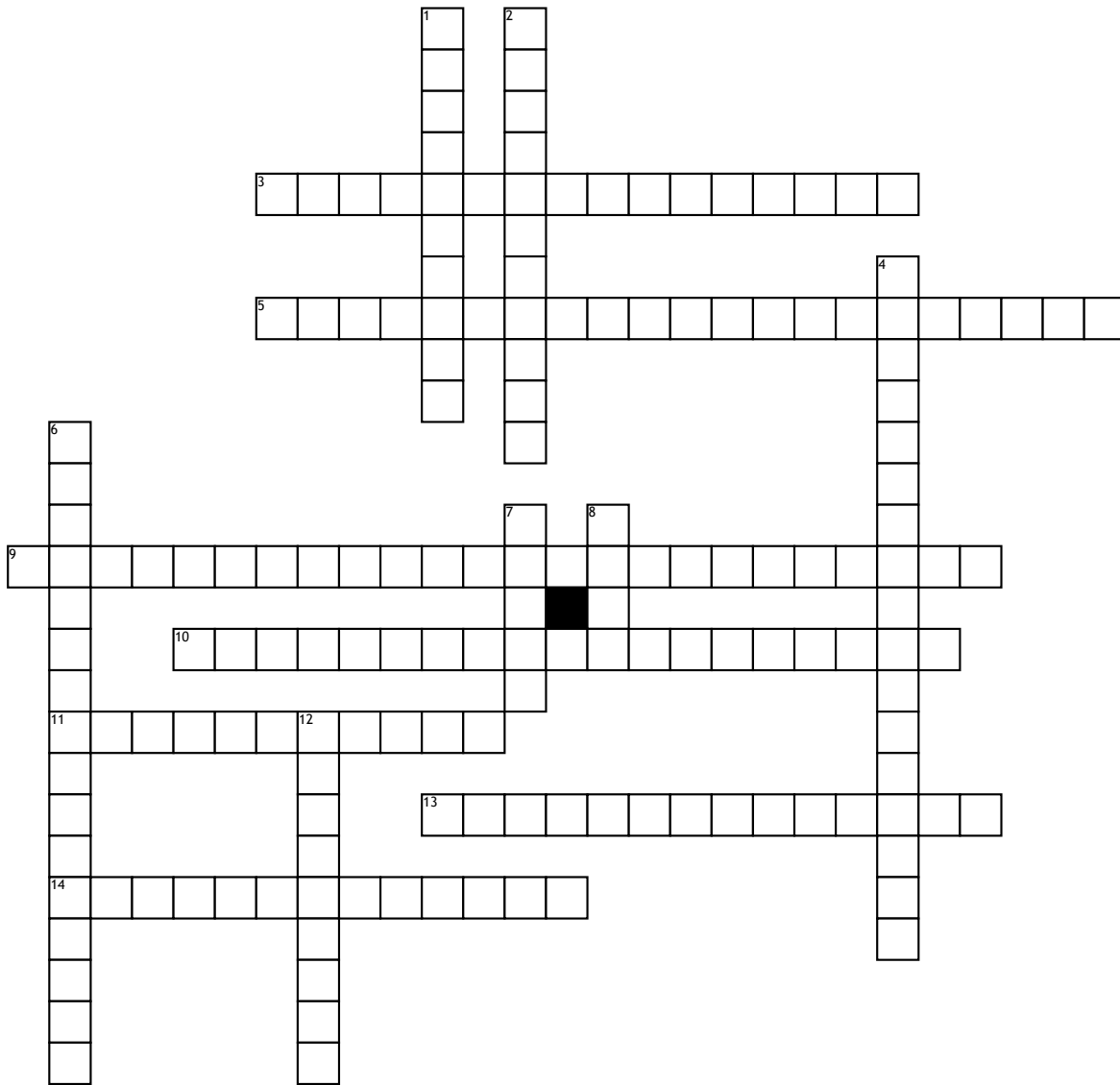


# SEM Chapter 6



**Across**

- 3. four stages of a product including introduction, growth, maturity, and decline
- 5. introduces new products at a very high price
- 9. uses low pricing to help capture a large market share early
- 10. features added to the basic product to satisfy additional needs and wants with a single purchase
- 11. a group of similar products with slight variations to satisfy the different needs of consumers
- 13. incentives received in addition to a base salary

- 14. a well-known name and/or symbol established by one company and sold for use by another company to promote its products

**Down**

- 1. a new product's final form and its total assorted features, including the brand name, the various products offered under the brand, and the packaging
- 2. a strategy used by a company to differentiate its products or services from its competitors' products or services
- 4. items offered in addition to the product to make it more attractive to the target market

- 6. high-prospect athletes who have exceptional athletic ability and who demonstrate good character and leadership qualities on and off the field
- 7. the name, symbol, logo, word, or design (or a combination of these elements) that identifies a product, service, or company
- 8. a voluntary organization through which the nation's colleges and universities govern their athletics programs
- 12. the legal protection of words and symbols used by a company