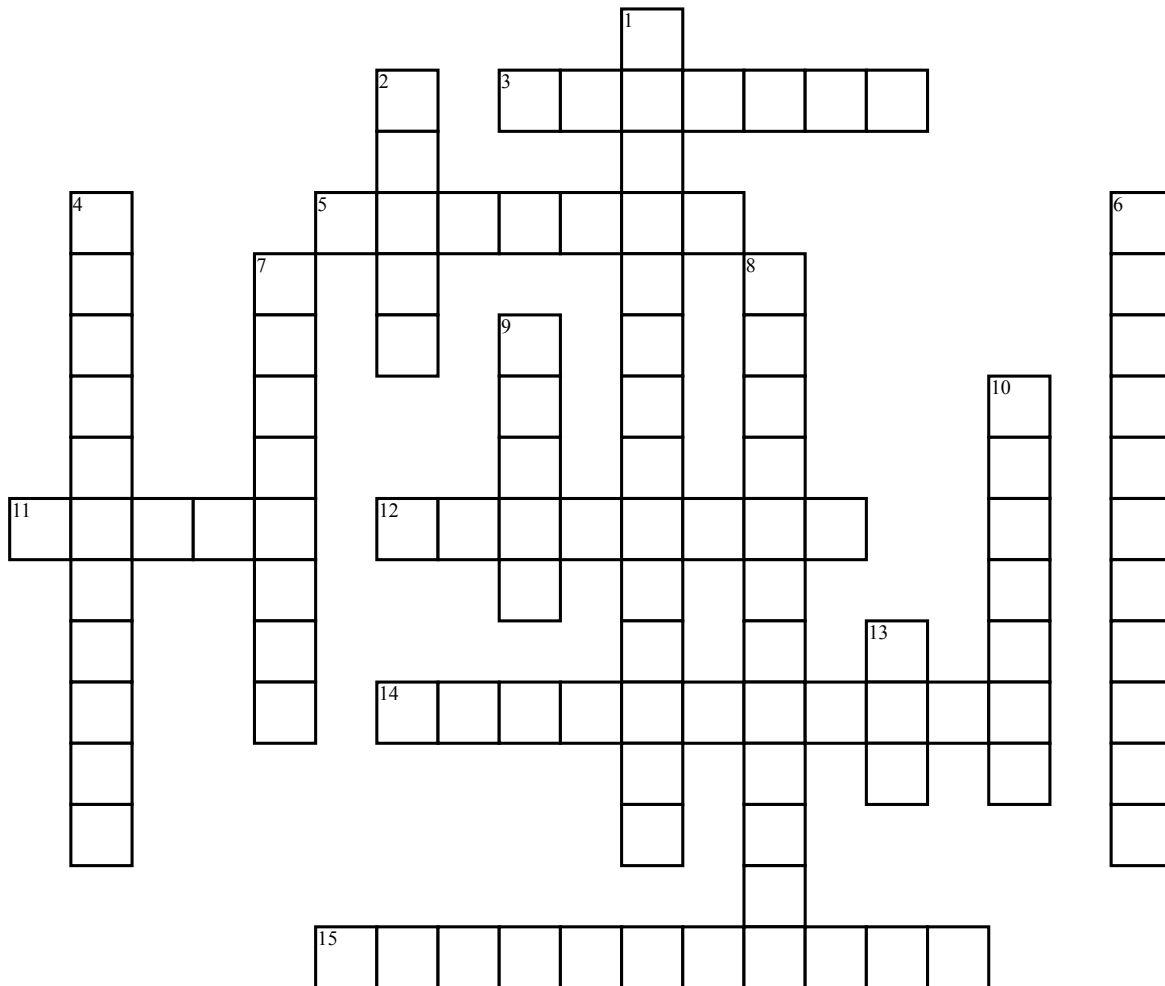


Name: _____

Date: _____

Samanyu -Marketing crossword quiz



Across

3. Product or brand with a high share of a mature or declining market (4,3)

5. Goods or services produced by a business

11. . Product _____. Getting customers to buy a product for the first time

12. A brand that is owned and promoted by retailers rather than manufacturers (3-5)

14. Research designed to provide information about opinions, attitudes and behaviours

15. The part of the marketing mix that focuses on where a firm's products are sold

Down

1. what people value, their attitudes, and their life-styles are all a part of this strategy

2. Marketing promotion that relies on word-of-mouth or online networks to spread the message

4. _____ pricing. Setting a low price to gain a higher share of a market

6. Paid-for communication, aimed at informing or persuading

7. Surveying a small group of a population to gain research insights

8. The group of consumers or customers aimed at by a business (6,6)

9. Any recognizable name, logo or symbol that identifies a product

10. . Distribution _____. How a business gets its products to the end

13. The marketing combination of product, price, promotion and place