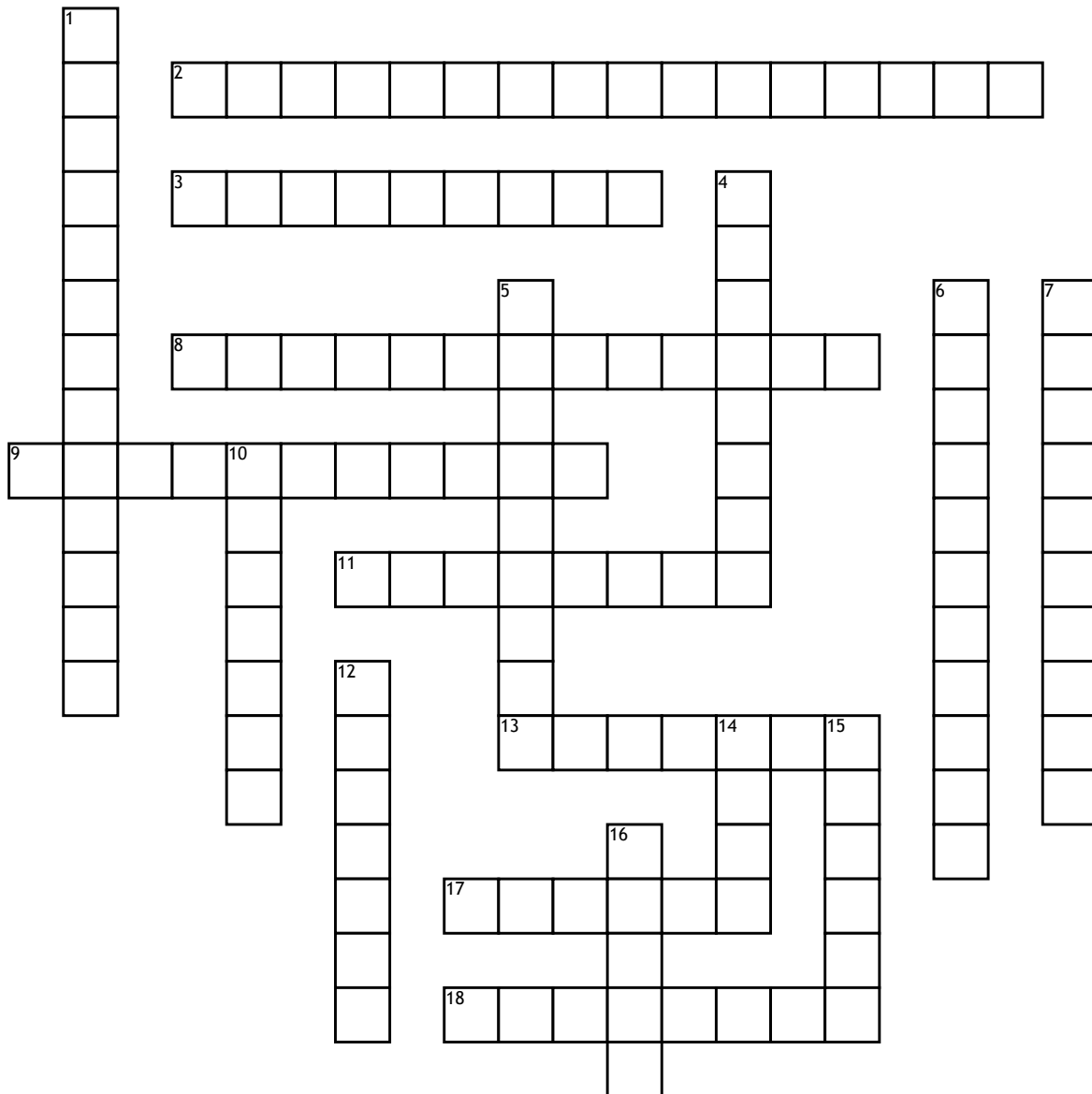


Sports Marketing Vocabulary



Across

- 2. Focuses on sale price of a product
- 3. Demand exceeds supply
- 8. No government involvement in economic decisions
- 9. Struggle between companies for customers
- 11. Differences between wants and needs and available resources
- 13. Occur when supply exceeds demand
- 17. consumer willingness and ability to buy products

- 18. Increase in overall economic activity

Down

- 1. System in which the government controls the factors of production and makes all decisions about their use
- 4. exclusive control over a product or the means of producing it
- 5. All the things used in producing goods and services
- 6. When the amount of a product being supplied is equal to the amount being demanded

- 7. Period of prolonged recession

- 10. way a nation makes economic choices
- 12. Money needed to start and operate a business
- 14. refers to everything on the earth that is in its natural state, or the earth's natural resources
- 15. amount of goods producers are willing to make and sell
- 16. all the people who work in the economy