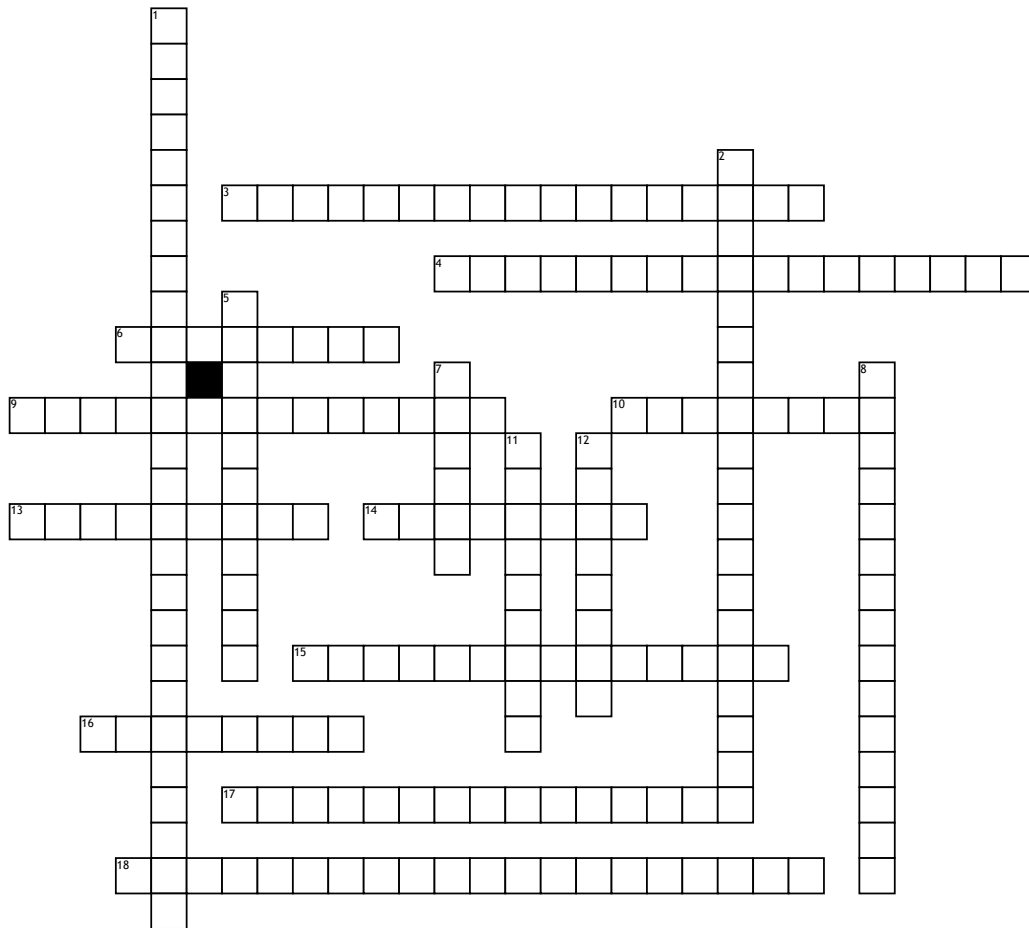


Unit 15



Across

3. Involves communicating to huge audiences, usually through mass media such as magazines, radio, television, or newspaper.
4. Paid form of nonpersonal communication
6. The customer's positive feelings about an organization
9. Interference that can cause the message to be interpreted by the receiver incorrectly.
10. The person or person's to whom the message is directed
13. Any form of communication used to inform, persuade, or remind consumers about the product

Word Bank

masscommunication
 promotionalplan
 decoding
 MessageChannel
 advertising
 Communication Process

14. The receiver's reaction or response to the source's message
15. The blend of the promotional elements of advertising, personal selling, publicity, and sales promotion into a strategy for delivering a message to a target market.
16. Interpreting the message or symbols and converting them into concepts and ideas.
17. Involves two or more people in some kind of person-person exchange
18. The transfer of a message from a sender to a receiver to facilitate an exchange

Down

1. Person-to-person communication

feedback
 Publicity
 Visual Merchandising
 interpersonalcommunication
 PromotionalMix
 Encoding

2. Putting the message into language or symbols that are familiar to the receiver
5. An activity that offers consumers a direct incentive to buy a good or service
7. The source or originator of the message in the communication process
8. The carefully arranged sequence of promotions
11. Non-paid form of communication about a business
12. The medium the sender chooses to transmit the message.

personalselling
 sender
 masscommunication
 receiver
 goodwill
 promotion