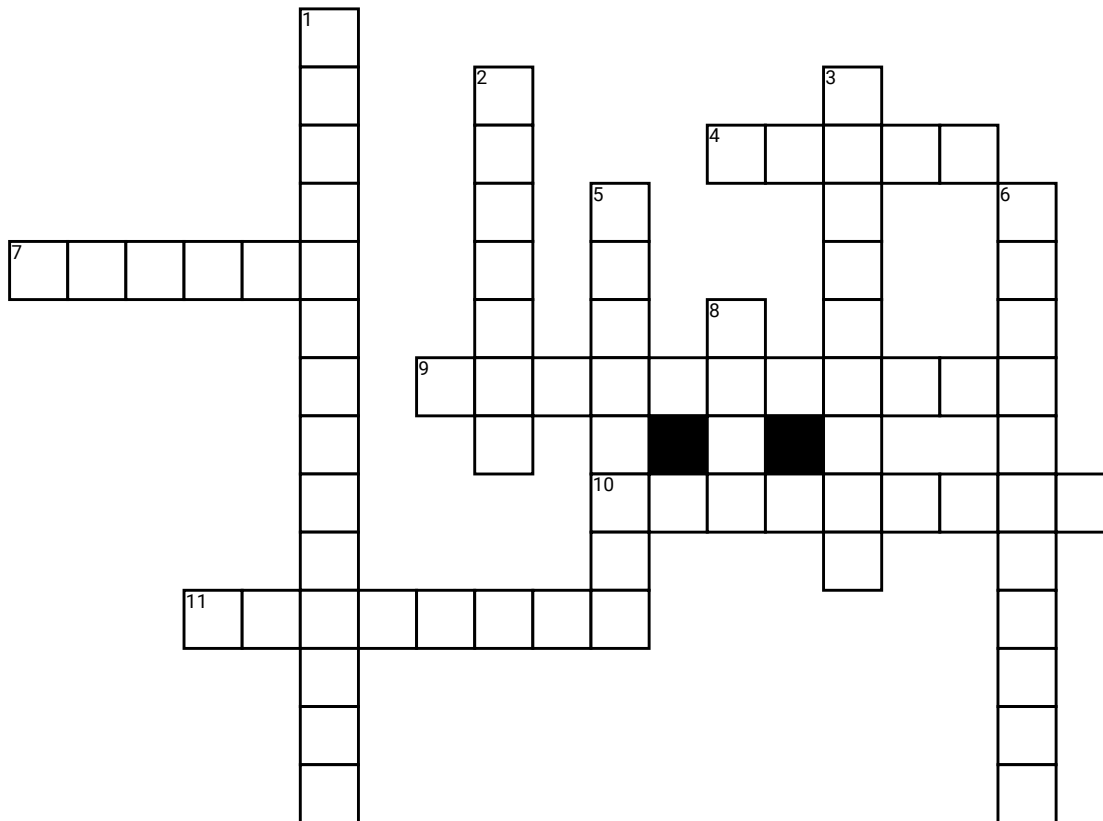


Name: _____ Date: _____

Business Environments



Across

4. Long term aims that the business expects to achieve
7. Should be clear and concise, giving an idea of a desired image. It reflects: the dream of the business
9. How much control does the Macro environment have over the business
10. How much control does the Market environment have over the business
11. All the activities inside the business that can be controlled by management

Down

1. Responsible for collecting and processing information used for decision-making as well as general office work such as filing and storing of information.

2. What describes the purpose and basic activities of the business
3. Responsible for sale of goods and services to meet needs of consumers. The right product must be sold at the right price in the right place and using the best promotion
5. All activities outside the business that cannot be controlled by management
6. How much control does the Micro environment have over the business
8. Give the acronym used to describe the FOUR main tasks or basic activities managers perform