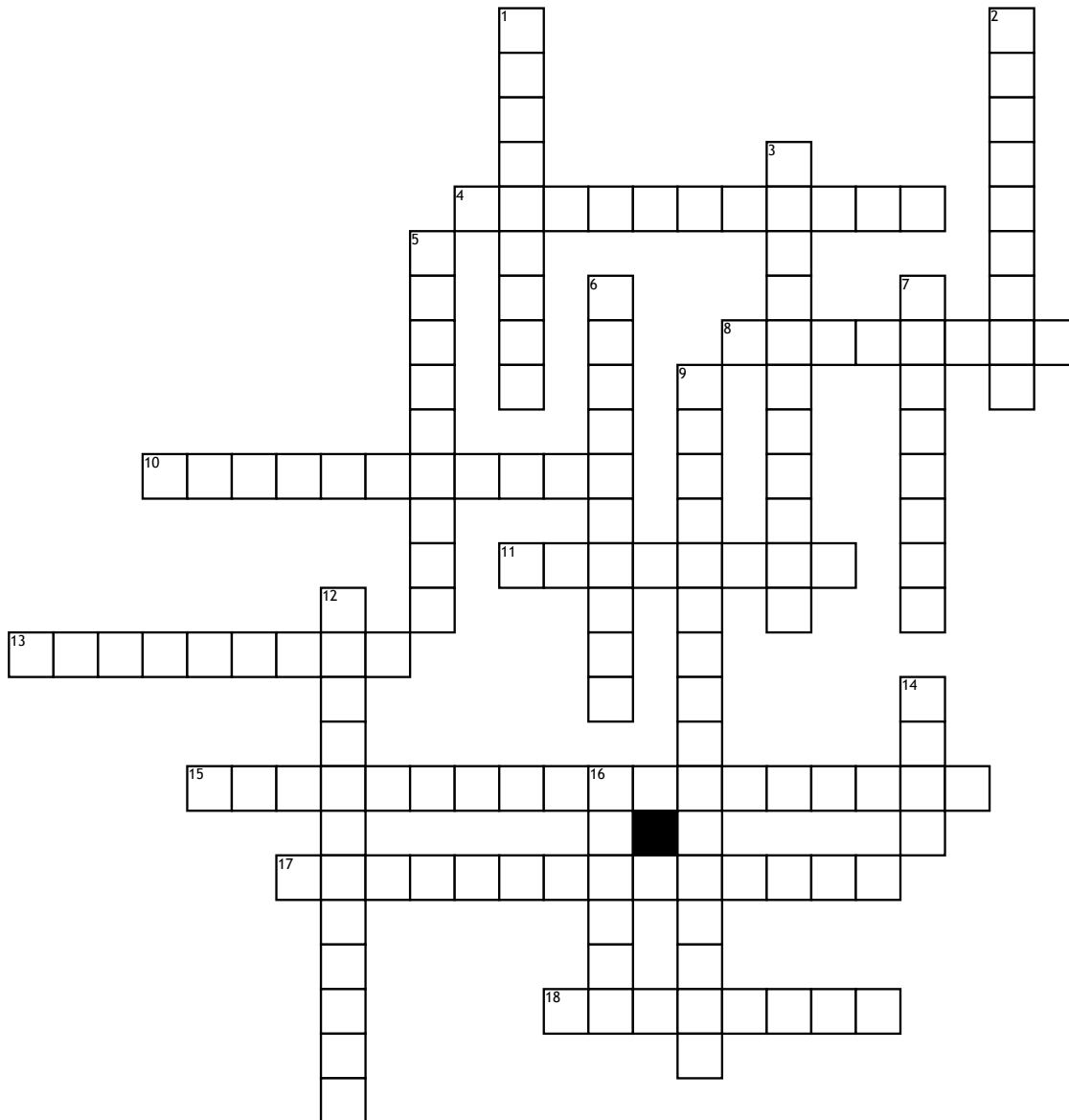


Chapter 14, Section 1 - Understanding Risk



Across

4. a risk that an insurance company will not cover
 8. risks that affect personal or business property
 10. a risk that can result in either financial gain or financial loss
 11. a risk with a possibility of loss, but no possibility of gain
 13. a financial service used to protect against loss
 15. situations that cannot be predicted or covered by purchasing insurance

17. the process of evaluating risk and finding ways to minimize or manage loss

18. risks that directly affect an individual, such as illness or disability

Down

1. a negative situation caused by the actions of people
 2. legal responsibility for actions and costs
 3. a situation caused by acts of nature
 5. taking steps to eliminate risk

6. the potential that the target market for new goods or services is much less than originally projected

7. a risk strategy of minimizing risks that cannot be avoided

9. situations that cannot be avoided, but can be minimized by purchasing insurance or creating a risk management plan.

12. a situation that occurs when business activities suffer due to changes in the US or world economy

14. the possibility of loss, damage, or injury

16. responsible