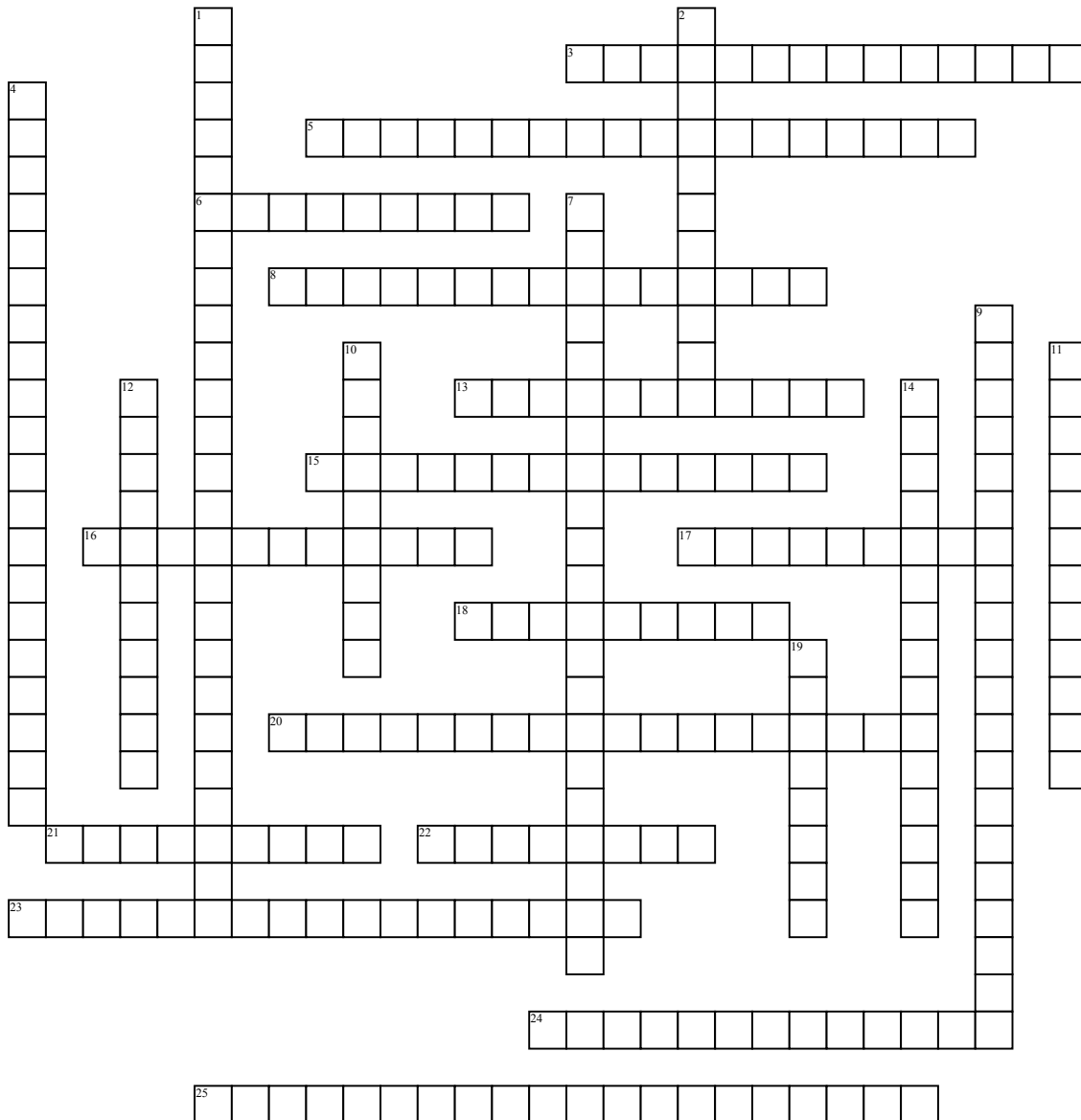


Exam 1 Review



Across

3. forms of Internet based social media that allow people to participate actively in the marketing and selling of products and services in online marketplace and communities.
5. The process of breaking down a large population into smaller, accessible groups that share similar characteristics lifestyles or needs.
6. A period during which there is less money in the economy than there was previously.
8. A direct communication with a consumer to elicit.
13. A form of online targeting advertised by which online advertising is described to consumers by customers based on previous internet actions that did not in the past result in a conversation.
15. a physical presence of an organization or business in a building or other structure.
16. The amount of money a family has for purchases after taxes.
17. A term for any business, or commercial transaction, that involves the transfer of information over the internet.

18. A set of business activities that adds value to the products and services sold to consumers for their personal or family use.

20. Using clear, uncontroversial language, the writer elaborated or what the headline states. Emphasis is on describing the item, identifying benefits, and urging the readers to purchase.
21. Sells rights of brand to manufacturers. Company typically receive royalty.
22. A view of where participants look based on fixations. Fixations are where participants look for 100 to 500ms.
23. The process of analyzing information from a variety of internal and external sources for the purpose of reducing risk before special business plans are executed.
24. Brand Image and maintain a clear focus of differential advantage in the marketplace while taking advantage of other business opportunities.
25. A country can produce some goods or services more quickly than other countries.

Down

1. Computer to computer exchange of business documents in a standard electronic format between business partners.

2. A parent company selling one of its businesses to another company.

4. Using this approach the writer uses a story, or narrative form, to impart the information. The message is subtle, yet eventually conclusive.
7. All the goods in a store defined in terms of breadth (# of merchandise categories) and depth (# of items in each category) of stock.
9. Unique characteristics of a business or product that may give it a superior position in the market place
10. The duration of time between a customer's reception of a catalog and the actual sale.
11. Combination of psychographic and demographic information that segments the population into groups/types.
12. A social movement advocating fair interaction between people and merchants.
14. Social or professional associations with which a person identifies and to which he or she looks when forming opinions.
19. The areas in a catalog that typically receive the most attention from readers.