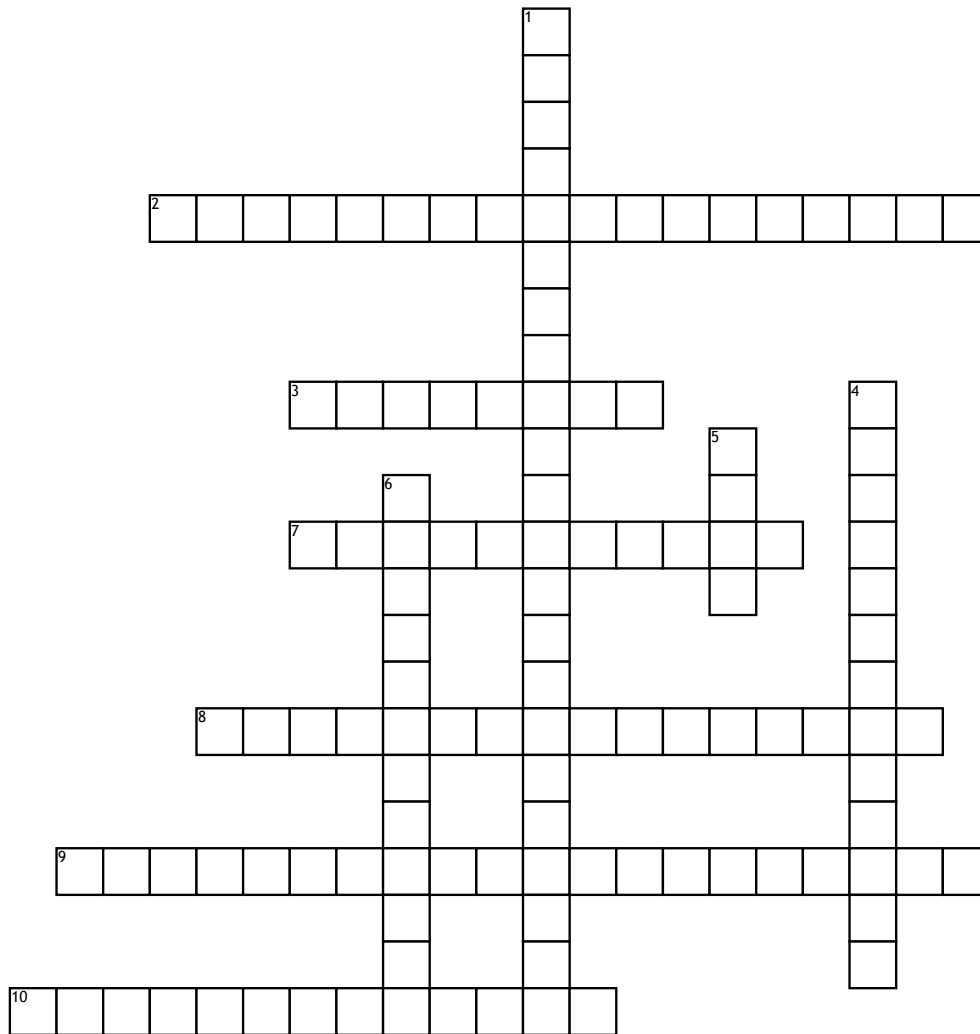


MIM Vocab. Cross-Word Puzzle



Across

- 2. Causal research; marketing research that focuses on cause and effect and test "what if" theories.
- 3. Computerized storage for information and facts. A virtual storage unit for information.
- 7. Records of salespeople's meetings or contacts with customers.
- 8. Accustomed to making choices.
- 9. A measure of how well a business has met its customers' expectations.
- 10. The process of collecting facts and figures.

Down

- 1. The division of a market on the basis of consumers' response to a product.
- 4. Economical; good value in relation to the price, or cost.
- 5. Facts and figures, information and facts.
- 6. Online storage that enables users to upload, store, and access their files via the Internet; users' files are maintained by a third-party at a remote database storage facility.

Word Bank

- | | | |
|-------------------------|-----------------------|----------------|
| Cloud Storage | Customer Satisfaction | Data |
| Cost-effective | Conclusive Research | Database |
| Call Reports | Decision-Oriented | Data Gathering |
| Behavioral Segmentation | | |