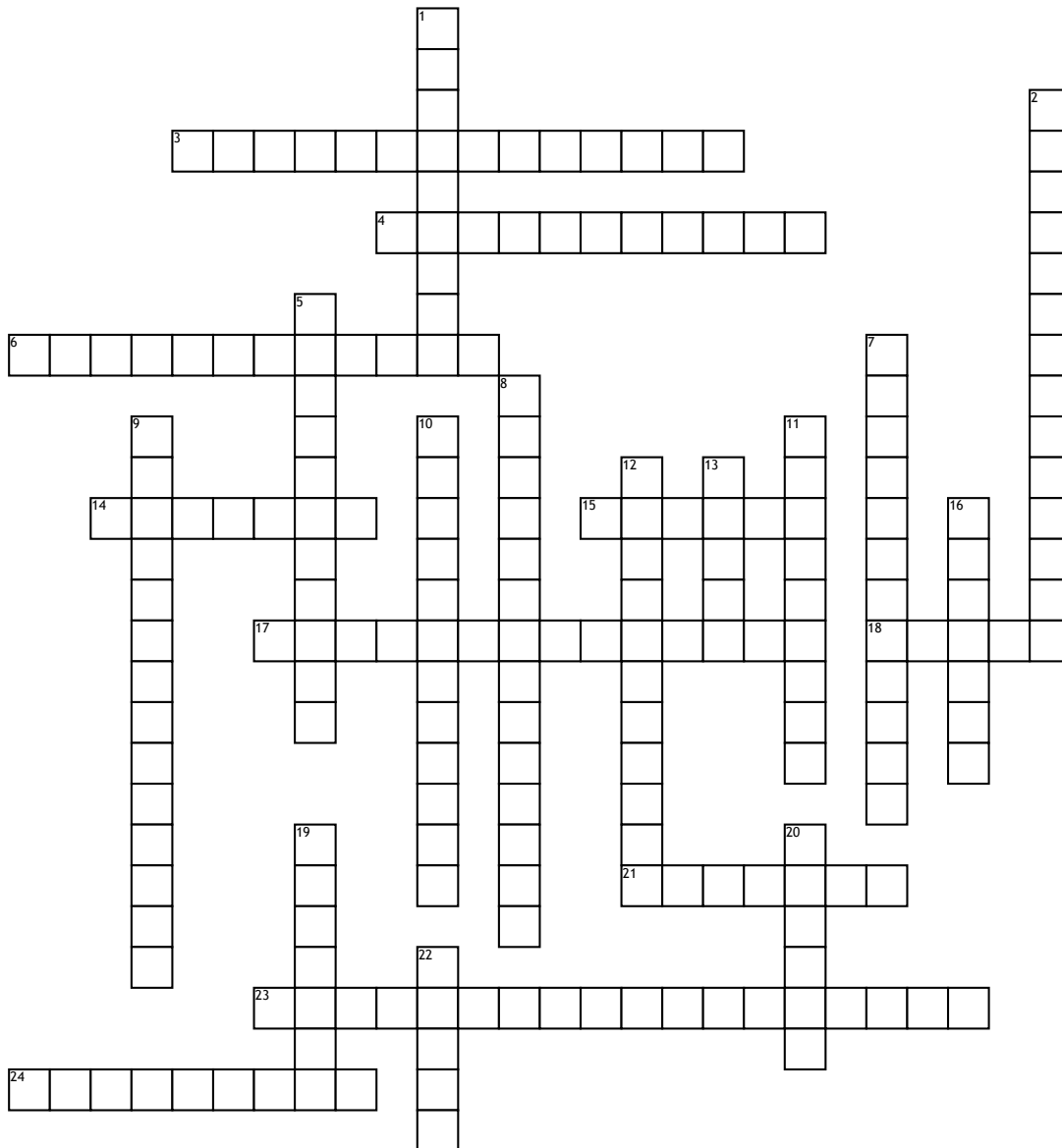


Name: _____

Date: _____

Marketing Crossword



Across

- 3. The difference in value between imports and exports (3 words)
- 4. Products that are regular, routine purchases (2 words)
- 6. Particular group of consumers at which a product or serviced is aimed at (2 words)
- 14. A sales method that keeps merchandise in storage until the customer finishes paying for it
- 15. A tax on imports
- 17. Process of managing an organization's risks (2 words)
- 18. Tangible items of monetary value that satisfy needs and wants
- 21. A total ban on specific goods coming into and leaving a country
- 23. Measures wholesale price levels in the economy (3 words)

24. Theft in a business is a _____

Down

- 1. Describe or draw attention to a product in a public medium to promote sales
- 2. Products that have strong brand loyalty (2 words)
- 5. Fire in a business is a _____
- 7. Items purchased on the spur of the moment without advanced planning (2 words)
- 8. Products and services purchased as a result of an urgent need (2 words)
- 9. An agreement permitting a customer to take merchandise (usually clothing) home for further consideration (3 words)
- 10. The stock market crashing is an _____

- 11. The rising prices
- 12. A percentage of total sales volume in a market captured by a company (2 words)
- 13. A special market segment that sets your business apart
- 16. Goods purchased by other countries
- 19. Goods and services purchased from other countries
- 20. The opportunity for businesses or individuals to obtain products or money in exchange for a promise to pay later
- 22. Limits either the quality or the monetary value of a product that may be imported